



E-Blast

March 2006

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What's So Great About The City?



Greetings!

Welcome to the March edition of the Cool Space Locator E-Blast. This month we hope you enjoy our green article, as well as learning about the Pittsburgh neighborhood of Carrick.

We hope you'll respond to our question "What do you love about *YOUR* neighborhood, city, or town?" Let us know what makes your place great... is it a certain spot, person, or just a feeling you get when you walk down the sidewalk? We'd like to share your ideas with our readers in future issues, so email info@coolspacelocator.com with your suggestions.

Thanks for the feedback!

• **Next Right Size It Workshop on April 6th**

For those of you thinking about moving or growing your business, we hope you can attend our next "Right Size It" workshop on Thursday, April 6, 2006. 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.

Topics include how to determine if you're ready to move; how much money will be needed; lease vs. buy decisions; major issues to consider when choosing a space; and more. Cost is \$35 per organization.

[Visit our website or click here for workshop details and registration form.](#)

• **Green Building and LEED Certification**

Skylines

Around the world people recognize the distinguishing mark of a city's skyline.

Sometimes they are towering and awe-inspiring, with a vista of skyscrapers. Other times, the most dramatic feature of a skyline is a single notable monument or architectural wonder, often reflecting the character of a city and its values.

Pittsburgh's skyline is marked most notably and very appropriately by the sinister reddish-black US Steel Tower made of Cor-Ten steel columns which have rusted into a weather-proofed shell. Formerly known as USX, in 1970 it was the tallest building in the world out side of New York and Chicago. It is now the 33rd tallest building the U.S.

Other landmark buildings that grace onlookers' views of Pittsburgh's skyline are PPG Place (by world famous architect Philip Johnson) and the Mellon Bank Building. It's not uncommon to hear visitors share stories of their first view of the city as they emerged from the Fort Pitt Tunnel, just hundreds of feet from downtown.

Tell us what you love about YOUR neighborhood, city, or town. We'll share ideas from our readers here each month.



image source: City of San Jose
Environmental Services Dept. website
(www.sanjoseca.gov/lesd/)

We are witness to a time when humanity is doing more damage to the environment than ever. In reaction to this symptom of expanding populations, innovative people everywhere are thinking about how to mitigate the negative impact of people on place. Numerous urban smart growth and sustainability philosophies have been formulated and have subsequently become hotly debated topics, but many don't gain traction or any actual implementation in our built environment. So, for those of us who appreciate the intentions behind these philosophies, where can we find real progress? One of the standard bearers in the field is the U.S. Green Building Council (USGBC) (www.usgbc.org).

USGBC strives towards the development of a more eco-friendly and sustainable built environment, which is a key towards creating healthier urban environments. The Mission Statement of the USGBC states that it is "the nation's foremost coalition of leaders from across the building industry working to promote buildings that are environmentally responsible, profitable and healthy places to live and work." They are in the business of examining the future of environmentally-friendly, high-performance building.

One of USGBC's primary tools for implementation of their green building recommendations within the field of environmental design is the Leadership in Energy and Environmental Design (LEED) rating system. This national standard for green building includes guidelines for a variety of actions ranging from new commercial construction, to design of commercial interiors, to neighborhood development. The system provides certification of both large spaces and smaller developments and build outs.

"Often when we approach a developer about 'going green' on a project, their initial reaction is that they are interested but do not have extra money in the budget for it," says Ryan Snow, Director of Education and Special Projects at the Green Building Alliance in Pittsburgh. While most people understand the long-term operational savings and added quality inherent in green design, it is a common misconception that green costs more. Ryan explains that "there are additional soft costs associated with doing a green project such as energy modeling, mechanical systems commissioning and LEED Certification if one chooses to go that route. However, with a good project team using an integrated design approach, we've seen up-front capital costs cut, while delivering a healthy, high-performance green product. As a general rule of thumb based off of projects both in Pittsburgh and across the country, we are seeing a 0-3%

premium on hard costs for green projects. There are instances where the additional soft costs associated with commissioning and modeling have paid for themselves through design and construction efficiencies before the project is even completed." Although there are currently no direct economic incentives in Pittsburgh for LEED Certification, several corporate and government leaders are demanding that their projects achieve Certification. Also, many people feel a sense of inner satisfaction knowing that they built, work, or live in a structure that is conscientious of its surroundings.

Owners, builders, and developers register their projects for LEED certification and upon completion the project is examined, certified, and ranked based upon level of adherence to the USGBC guidelines for green building. There are four levels of LEED rating: certified, silver, gold and platinum. Projects are examined and analyzed for their environmental efficiency within the categories of sustainable siting, water efficiency, energy & atmosphere, materials & resources, indoor environmental quality, and innovation & design process. Learn about LEED certified projects in your area by visiting the [LEED certified project list](#) page on the USGBC website.

Since its inception in 1993, USGBC has grown to include almost 6,000 members with local chapters across the country and a huge portfolio of LEED certified buildings. They are playing a major role in leading the U.S. down the path of more thoughtful structural development and justly receiving lofty accolades for doing so. Most recently, Scientific American magazine named USGBC as a Business Leader in the Scientific American 50 for their role of leadership in modern science and technology; a good indicator that the green building movement is gaining momentum.

The Green Building Alliance (GBA) is the Pittsburgh regional affiliate of the U.S. Green Building Council and has worked to move Pittsburgh's market to adopt green building practices. Some of their more outstanding recent accomplishments include helping to bring the U.S. Green Building Council's Greenbuild conference to Pittsburgh, partnering with the City of Pittsburgh and Allegheny County to incorporate green building practices into government building projects and programs, and influencing over five million square feet of green development in the Pittsburgh region, including the David L. Lawrence Convention Center which is the world's first certified green convention center. GBA's activities include raising public awareness, advocating green policies, advancing the green products and services industry, and providing resources, professional training and technical assistance in Western Pennsylvania.

For further details on GBA and green building resources, visit www.gbapgh.org. If you are embarking on a green development and want to know how to get started, you can contact Ryan Snow, GBA's Director of Education and Special Projects at (412) 431-0709.

- **Green Education Opportunities**

GreenSense: A Smart Way to Build Profits

The National Association of Industrial & Office Properties and Green Building Alliance are co-hosting the GreenSense

conference on April 20-21, 2006 at the David L. Lawrence Convention Center in Pittsburgh. The two-day event features expert business leaders who will reveal proven strategies to maximize building performance and differentiate your properties from the rest of the market. The conference is geared towards building owners, developers, facility managers, real estate brokers, financiers, and others interested in learning about the process of green development.

For more information, visit www.gbapgh.org/greenSense2006.asp.

Driving Down the Costs of LEED

If you are a design and project management professional who participates in large or complex building projects, you may want to attend a workshop on Tuesday, April 4, 2006 entitled "Driving Down the Costs of LEED", co-hosted by Green Building Alliance and Paladino.

For more information visit: www.gbapgh.org/EventFlyers/GTG_PGH_Flyer.pdf.

• Featured Neighborhood: Carrick



While many neighborhoods in Allegheny County and in the Pittsburgh metro area were sited down in the valleys of the region, the people of Carrick took to the hills. Literally perched atop a ridgeline, this Pittsburgh neighborhood of only 1.6 square miles has views for miles in virtually every direction. Referred to as the 'Hill Top', Carrick is just within the city line on the southern edge of Pittsburgh. Founded in 1904 and isolated up on its hill top, Carrick is a relatively unknown neighborhood amongst Pittsburghers. Carrick, Irish for "The Rock" does not appear to have much Irish influence today, aside from the fact that it shares its name with a town in Ireland and has a mural on the wall of the local grocery store featuring a large rock situated in Ireland.

Brownsville Road, which sits atop the ridge, is Carrick's main street and serves as a corridor from city to suburb—from Mt. Oliver to Brentwood. The road also supports pockets of commerce. Homes, which drop down from either side of the ridge, were built primarily in the 1920s, 30s, and 40s for the South Side mill workers who were looking for something a bit more 'out in the country'. Now Carrick is considered an 'urban' section of the city.

Still, this neighborhood of less than 11,000 people does have a

bit of a small-town feel and has a very family-oriented mind set, placing a premium on safety. Activities for children are the principal happenings over the course of the year and include Light Up Night, an Easter Egg hunt, the Corn Fest summer festival, and a Halloween parade. They have strong Boy and Girl Scout Troops, and the recreation center Philips Park has disc golf and a swimming pool.

There is a wide range of local businesses in Carrick. Esther's Homemade Candy has been carrying on their family candy-making tradition since 1973 (www.estershomemadecandy.com). Carl Colteryahn Dairy is the only operating milk processing dairy within the City of Pittsburgh, has been family owned and operated since 1917, and still resides on the original farmland which, not surprisingly has disappeared as the city grew around it (www.colteryahndairy.com). Ann Shade opened her Dance Studio and Fitness business nearly 30 years ago in the neighborhood near where she grew up. She especially likes Carrick because of the "normal people" like her that live and work there – who go to the same schools and shop at the same businesses as she.

One can find many examples of generations of families living on the same street as one another. As of the 2000 census, nearly 60% of households in Carrick were families, and the observant neighborhood Block Watch group actively leads and participates in community outreach. Built landmarks include Carrick's many churches such as St. Basil Roman Catholic Church, Concord Presbyterian Church, Zion Christian Church (formerly Union Baptist), and St. Pius X Byzantine Catholic Church, among others. There are also numerous cemeteries in and around the town including the Beth Abraham Jewish Cemetery and St. Adalbert's Cemetery.

Accordingly, as in many other Pittsburgh localities, issues surrounding the area schools and education are of primary importance. One of Carrick's most prominent local figures, Jean Fink, is said to have changed the face of the Pittsburgh school board. A caterer and mother of six, she led a campaign in the 1970s to have the appointed board replaced by an elected one; she was subsequently elected to the board and has been serving on it ever since. Fink has been a controversial voice taking strong stands on issues such as school closings. Carrick still has many schools including Carrick High School, a large landmark public high school which serves a large portion of the South End of the city.

According to Carrick native Natalia Rudiak, a current candidate for Democratic Committeewoman and a student at the Heinz School of Public Policy and Management at Carnegie Mellon University, the neighborhood's current assets include its very solid housing stock and a number of empty storefronts and office space in central areas that might act as prime locations for small, pioneering entrepreneurs. Located on the frequently trafficked Brownsville Road, these buildings appear to be in excellent condition—certainly the kind of spaces that Cool Space Locator would love to see filled. With some progressive thinking and some utilization of its position as a corridor town, hopefully Carrick can find a way to attract new interest in its existing empty spaces.

Thanks to Natalia Rudiak for her assistance in writing this article. You can contact Natalia at nrudiak@andrew.cmu.edu for more information.

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 companies with cool urban spaces to create a sustainable future. Aside from working as a licensed real estate brokerage to help companies 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 the Pittsburgh region.

We are supported by:

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Cool Space Locator | 279 45th Street | Pittsburgh, PA 15201
(412) 683-5790 | www.coolspacelocator.com