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**What's so great about the city?**



"I knew I was in a bike-friendly city when I saw the mayor emerge from the City-County Building at 6 PM on a summer evening, dressed in a suit and bike helmet and pushing his bicycle!" -Chris Zurawsky

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

**Greetings!**

Welcome to the May edition of Cool Space Locator's e-newsletter. Within the next few weeks you will be able to check out our soon-to-be-launched website at [www.coolspacelocator.com](http://www.coolspacelocator.com), where you can find resources about cool space in our region.

Until then, we hope the articles in this e-blast will help you to understand why Cool Space Locator is a useful resource for both cool space seekers and cool space owners! Read on to hear about our open house plans, some special clients, our new intern, [CITY buttons](#), and more. And as always, we look forward to your response to what we do!

• **Cool Space Locator Open House**

Cool Space Locator will be hosting our first open house in the new Lawrenceville location on Thursday, May 27th, 2004 from 4:00 to 8:00 p.m. Help us celebrate transformation and growth by stopping by for some music, food, drinks, and rooftop views. Formerly a corner grocery store (Broz's Market), the space has been transformed to truly reflect our "cool space" message that good design can transform most any dream into a reality. Come hungry, and leave inspired to create an urban space of your own!



Cool Space Locator is located in Lawrenceville at 279 45th Street. We are on the corner of 45th and Davison, which runs parallel to Butler Street.

RSVP to Kilolo Lockett at (412) 683-5790 or [kilolo@coolspacelocator.com](mailto:kilolo@coolspacelocator.com).

sure to tell us what you love about urban life.

## ● Celebrating the Urban

It's time to celebrate our city and the great places within it that surge with energy, brim with vitality, and open us up to new ways of thinking and creative ways of living and working. Cool Space Locator City buttons are all about celebrating the urban environment. This is the time for the region's residents to celebrate what we love about our city.



For Deborah Baron of Cool Space Locator, her love of the city centers on the neighborhoods. She finds patterns everywhere she looks, from row houses and power lines lining neighborhood streets, to the juxtaposition of the buildings in the background.

To get a button for yourself and your friends, just stop by our Lawrenceville office or send us an e-mail at [info@coolspacelocator.com](mailto:info@coolspacelocator.com) with your address and we'll send some buttons your way. And don't forget to let us know what *you* love about the urban environment!

## ● Another Cool Placement

### Who

Peter & Michele Margittai,  
husband and wife

### What

Michele runs her own marketing and communications firm and Peter runs his own residential architecture firm.



### Where

73 South 13th Street, South Side

### Why

Formerly working out of their home, the couple needed separate working and living space to accommodate their growing family and businesses. The couple realized they needed representation after they lost out on a deal they were seriously considering. They were also having trouble finding suitable locations near their South Side home. In addition, finding the perfect space was taking time and energy away from their businesses and raising their daughter; time and energy which they were not willing to give up.

## What Else?

Cool Space Locator was able to help them overcome many obstacles. Aside from the challenge of finding a property within close walking distance to home, the first property they considered had a property owner that would not budge on lease details. Cool Space Locator is an asset when it comes to negotiating leases, unless a lease term becomes "non-negotiable"! When asked to take it or leave it, they felt it best to leave it. Next, after time and money were spent preparing to move into the site of a former restaurant, the property's broker called to inform CSL that they ended up leasing to another party just before the Margittai couple's final deal was closed; this was a bitter pill to swallow, and they were tempted to give up on the search when personal hardships were also occupying their lives. However, Cool Space Locator kept the project on track, and Peter and Michele are glad they stayed the course. Their final 1200 square foot location consists of two spaces that were too small on their own, but are perfect now that a space has been opened up to connect the two. Plus, the current office is only two blocks from home and has character all its own.

Compared to their former site in the attic of their home, the new space is a reflection of their personalities. Their new space is not only "cool", but has exposed brick, natural light, and flowering gardens just outside. It is both professional and comfortable, and they now hear children playing in the park across the street instead of their daughter from under their feet. Peter and Michele love the fact that they are experiencing the community in a new way, and that other South Side residents stop in to tell them about the space's former uses, which include a delicatessen and a candy shop! They are proud of the fact that they didn't bail out of the search when the going got tough - it is a true testament to their commitment to the city and their neighbors.

*"We want to continue to engage in our community, grow our businesses, and raise our family, all in the city. Cool Space Locator has helped to make that possible."* - Michele Margittai

### ● A Message from Robyn

Hello all, this is Robyn, the newest Cool Space Locator intern. My experience with the CSL team began the last week of April, and I am most definitely enjoying the opportunities offered to me so far as part of the CSL team. Having been born and raised in Pittsburgh, I have



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seen many changes in our city's dynamic over the years. I only hope that I can take an active part in planning for our bright future, which is why I am enrolled in the University of Pittsburgh's Graduate School of Public and International Affairs, working towards my Master of Public Administration degree. I have completed three of my four semesters, majoring in Urban and Regional Affairs, and I am looking forward to graduating at the end of this year and beginning a career in economic development and urban and regional planning! I am inspired and given hope by organizations such as Cool Space Locator, who are taking great strides to improve the urban environment of Pittsburgh and other cities across the country.

## ● **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 as well as 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