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What's so great about the city?



There are steps across the country in cities like San Francisco and Cincinnati, but Pittsburgh's 712 sets of steps are truly distinctive.

The city's steps are tied intricately to its hilly topography and its industrial past, becoming one of the

Greetings!

In this month's E-Blast we tell you about the upcoming Entrepreneur's Growth Conference, detail the Main Streets Program, showcase the unique aspects Pittsburgh's South Side, provide an example of how a small group of people (in this case, a group of Duquesne University students) can make a difference in a neighborhood, and introduce the newest face at CSL!

We would love to hear any feedback from you about the articles here or about the work of Cool Space Locator. And as summer nears and you begin to make your vacation plans, we hope that you take some time and explore the places that make Pittsburgh and the surrounding region so unique.

• Entrepreneur's Growth Conference

The 7th Annual Entrepreneur's Growth Conference will take place June 9 at Duquesne University. Expected to attract a variety of both start-up and existing entrepreneurs, this event will arm you with the resources, information and inspiration you need to reach your goals.

Additionally, the conference is a venue where product and service providers can meet the region's most promising entrepreneurs.

The day consists of morning and luncheon keynote speakers; workshops divided among start-up, growth, technology, biotechnology and special interest tracks; and a trade show that attracts both large and small businesses as exhibitors. Discover for yourself why hundreds of entrepreneurs attend this exciting event each year.

While at the conference be sure to check out "Location, Location, Location: When to Lease, When to Buy, When to Move and Where to Go!" from 2:00 to 3:15, presented by Kyra Straussman of Cool Space Locator and Ron Tarquino of TarquinCore.



main ways in which workers from the hillsides could reach their jobs in the city. Unlike other places, some of the city steps are actual streets (complete with street signs) or connections to paved roads.

Some neighborhoods organize events to showcase and celebrate their steps. Each October, the South Side Slopes Neighborhood Association coordinates the Pittsburgh StepTrek (a non-competitive walk) for participants to enjoy the steps of the region. If you want more information about the history and location of steps around the city, check out Bob Regan's book, "The Steps of Pittsburgh: Portrait of a City."

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.

For more information visit www.duq.edu/sbdc.

• **Featured Neighborhood: South Side**

Vibrant. Eclectic. Historic. These are three of the many words that describe the atmosphere of Pittsburgh's South Side. Located across the Monongahela River from downtown and Oakland, the South Side is comprised of the South



Side Flats and Slopes. Buzzing daily with activity from people perusing the commercial district along East Carson Street (a Mainstreets Pittsburgh business district) and the more residential side streets, the South Side is a neighborhood full of variety, featuring a wide spectrum of shops (from antiques to high end fashion and everything in between), restaurants, night clubs, and recreational activities. Adding to the pre-existing selection of activities are the shops and entertainment venues located within the SouthSide Works development, the newest addition to the neighborhood. To learn more about the different activities to see and do in the South Side, download the Shopping and Business Guide at www.southsidepgh.com.

The South Side features various art galleries and other cultural opportunities as well. The Silver Eye Center for Photography currently is featuring the Pittsburgh NOW exhibit, photographs that capture a glimpse at various scenes that define the present Pittsburgh (learn more at www.silvereye.org), and theatre goers can see "The Underpants," a play adaptation written by Steve Martin, at the City Theatre (visit www.citytheatercompany.org for ticket information).

One of the most unique aspects of the South Side is the preservation and integration of its history into the activities of the present. The numerous retail, eateries, and other forms of entertainment located along East Carson Street are housed in beautiful Victorian buildings, believed to be the largest collection of Victorian commercial buildings in the region. This unique historic quality of the neighborhood has not gone unnoticed by others outside of the region. East Carson Street was named a "Great American Main Street" by the National Trust for Historic Preservation in 1996, becoming one of five areas selected from across the nation to receive this distinguished designation. The lively business district has also been named both a National and City Historic District. Many homes in the area also exemplify the historic tradition of the neighborhood. See some historical residences at the upcoming PNC Historic South Side Home Tour on June 4th from 10 AM until 4 PM (refer to www.southsidepgh.com for more details and ticket information).

The South Side Local Development Company (SSLDC) is one of the organizations dedicated "to the historic preservation and economic development of Pittsburgh's South Side." Formed in 1982, the SSLDC has a variety of programs including the Neighborhood Assistance Program, Real Estate Development, and Neighborhood Outreach. Visit www.southsidepgh.com/SSLDC to learn more about SSLDC and to find out how you can get involved.

And when you are in the South Side, be sure to check out the following Cool Space Award Winners:

- Cadnetics, Inc.** at 1205 East Carson Street
- The CCI Center** (home of Conservation Consultants, Inc., Green Building Alliance, and the PA Resources Council) at 64 South 14th Street
- MAYA Group** at 2100 Wharton Street
- Nakama Japanese Steakhouse & Sushi Bar** at 1611 East Carson Street
- The South Side Works development** located between 26th and 29th Streets
- SPRINGBOARD Architecture** in the Terminal Building
- St. John's Convent** (home of SSLDC and Renaissance 3 Architects) at 50 South 14th Street

Thanks to Laura Beres, Amy Camp, and Dana Carroll of SSLDC for their assistance in writing this article.

● **Clean Up the South Side (CUSS)**

A group of 20 students in Duquesne University's Community and University Honors Seminar worked hard this spring on a service learning project that they developed to make vacant storefronts on South Side's East Carson Street more appealing to the community and to potential buyers.



The Duquesne Honors College students worked long hours on April 16th, April 23rd, and May 4th to clean out debris, remove graffiti, clean windows, and repaint the storefronts at 1311, 1415, 1726, and 2506 East Carson Street, which dramatically improved the appearance of these buildings. In addition, the students worked to clean up and repaint the neighborhood kiosk in the 1700 block of East Carson Street.

During the semester long course, students established partnerships with the South Side Local Development Company, the South Side Chamber of Commerce, Cool Space Locator, the Historic Review Commission, Duquesne University Volunteers and Campus Ministry, and local

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property and store owners. After identifying and contacting empty store owners, the students assessed the needs of each building, designed a budget, and solicited funds and other resources from Duquesne, local businesses, and individual contributors, in order to acquire the necessary equipment within budget.

"The ultimate goal of the project was to create a community connection with Duquesne by serving the South Side area," explains Dr. Evan Stoddard, Associate Dean of the McAnulty College and Graduate School of Liberal Arts. "This includes the beautification of East Carson Street and working toward making the properties there more marketable in hopes of bolstering the South Side's economy."

Learn more about the project at:

www.ltc.duq.edu/outreach/public/projects/index.cfm

● **Main Streets**

East Carson Street is one of the many business districts participating in the Mainstreets Pittsburgh Program. Mainstreets Pittsburgh, directed by the Urban Redevelopment Authority (URA), assists over twenty business districts located around the city with revitalization efforts. The program is derived from the four principles of the National Trust for Historic Preservation's "Main Street" approach:



1. organization of various stakeholders and resources to revitalize a district;
2. promotion and marketing of a district;
3. incorporation of a design that capitalizes on the business district's assets; and
4. economic restructuring.

For more information about the Mainstreets Pittsburgh Program, visit www.ura.org/mainstreets.html.

● **A Message from Devin**

Hello! This is Devin, the new Cool Space intern who started back in early March. Although I have only been a short time, I am already learning a lot and participating in various projects around the office. Working with an organization like CSL toward urban revitalization is new to me not only in a professional sense, but in a personal sense as well. A child of the sprawling suburbs of Atlanta, I



was not exposed to the unique aspects of the "urban" experience until I moved to Pittsburgh to work toward my Masters of Public Administration Degree at the University of Pittsburgh. And to be perfectly honest, I do not think I could ever go back to living and working in suburbia!

Having just completed my first year's work toward my Public and Nonprofit Management major, I have gained some exposure to urban issues. The introduction to ideas about urban revitalization throughout my first year eventually led me to CSL and thoughts about a minor in Urban and Regional Affairs. I am looking forward to helping out with the mission of Cool Space Locator during my internship and encouraging others to see the "cool" aspects of urban life that I have come to appreciate.

● **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
- The Heinz Endowments
- 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