



E-Blast

E-Blast :: Cool Space Locator :: May 2007



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Found: The Region's Coolest Spaces - and Their Champions

2007 Cool Space Awards Party on June 1

You nominated spaces, the judges deliberated, and eight spaces - and for the first time, two communities - emerged as winners of the **2007 Cool Space Awards**. A panel of seven community members from diverse professional and personal backgrounds selected 10 winners from nearly 50 nominations on April 27.

Cool down at the **2007 Cool Space Awards Party** to celebrate the most innovative workspaces in the Pittsburgh region and the communities that make cool space happen.

The event will be held on Friday, June 1 from 7 to 10pm at [The Meter Room](#), a warehouse-turned-venue and artist studio in Pittsburgh's Sheraden neighborhood. Admission to the party includes catered food and drinks from Willow and the grooves of [DJ Soy Sos](#). For more information and ticketing, visit our website: www.coolspacelocator.com.

The 2007 Cool Space winners in each category are

Connect



Upcoming Workshop: Right Size It

Find the Right Space
for Your Small Business

Thursday, June 7, 4:00-5:30 p.m.
Cool Space Locator Office

Are you a start-up or existing business in need of office space and don't know the first thing about the current commercial real estate market? Or are you an existing business with future downsizing or expansion space needs? Need to know whether you should purchase or lease a space?

Cool Space Locator offers a workshop for start-up and/or existing small businesses, artists, and arts organizations that will provide you with basic and essential tools necessary to find the right office or studio space for your business and will help you identify your true space needs to make effective and financially healthy space planning decisions. 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.

\$35/organization
(up to 3 people/organization)

The Right Size It registration form is available on our website: www.coolspacelocator.com/

- **The Kingsley Association:** An \$8 million community center that is Lincoln-Larimer's first major development in decades. A descendant of the settlement house movement, this facility provides recreational opportunities for distressed East End communities.
- **Uncommon Grounds:** A community "listening space" first and cafe second, located in Aliquippa, Beaver County. This rehabilitation project has relied on more than 1500 volunteers since 2001, and offers employment training and counseling for at-risk residents.

Keep Up with CSA07 + CSL on MySpace



You can now check out CSL on your guiltiest internet pleasure: **MySpace.com**. Our profile has info on our organization and regular updates on CSA07, including nominations, judging, and details on the event in June. Friend us, and share your love of cool space through cyberspace.

Make CSL part of your extended network today: www.myspace.com/coolspacelocator

Reflect



Blacksmith Studio's grand opening; a community event at the Union Project

- **Blacksmith Studio:** A former blacksmith's shop in East Allegheny that underwent a thorough rehabilitation, with sweat equity and creative financing, to restore the space to its original glory. It now houses two design firms.
- **The Union Project:** A church transformed into a community center in Highland Park under the slogan "Connect - Create - Celebrate." Designed to maximize use, it houses art training, event space rental, the Urban Fusion cafe, and rental space for six non-profits.

Capturing the Cool Space Market: What's Next

After seven years of working to place businesses and organizations in cool space, we've collected incredible amounts of data. All of this work with customers and clients, along with some economic data from the Carnegie Mellon Center for Economic Development (www.smartpolicy.org), have helped us determine who makes up the core market for creative, urban space. The product is a report called **Cool Deals: Capturing the New Market in Urban Commercial Real Estate**.

The Cool Deals research report details the businesses and organizations interested in cool space, the offices they require, the location decision process, and the market's collective spending power.

The full report is available as a [PDF download](#).

What Data Is Missing? Working on Cool Deals showed us a great deal of critical market information that is not yet being collected. Among real estate data, there's no accurate way to sort available properties by whether

Inspire



Overview of Schell Games' interior; where personal and cooperative workspaces meet at ThoughtForm

- **Schell Games:** A South Side-based video game design firm whose space integrates work and play. The lively office includes a corner for arcade games and, as principal Jesse Schell describes, "a secret laboratory which can only

be accessed via a fingerprint lock."

- **ThoughtForm:** A communication design firm in the South Side's Rivertech Office Park with flexible workspaces envisioned as a "Main Street" and "neighborhoods." Efficient, creative common areas encourage productivity and provide comfort for clients.

they're located in urban, walkable, or office park settings. Economic data does not track the same information for the actual locations of established businesses. There is also no exhaustive data clearinghouse on the brokerage activities of all firms.

As the nation's economy continues to shift away from production and toward "new economy" activities, businesses are approaching real estate differently. Real estate needs in urban and walkable communities become more and more critical as economic development occurs in those places. If real estate data and economic data can be more effectively coordinated, determining the market for real estate in walkable neighborhoods can be much easier.

To view the full Cool Deals report as a PDF download, visit our website,

www.coolspacelocator.com.

Recycle



4933 Penn Avenue with its neighbors; exterior patio at The Ice House

- **4933 Penn Avenue / Imagebox Productions:** A mixed-use building that has recycled a vacant, blighted property into a fresh, contemporary space while visually respecting the streetscape of Garfield.
- **The Ice House Artist Studios:** A former factory in Lawrenceville rehabilitated as affordable studio space for artists of all disciplines. The studios reflect original spaces and materials, including exposed brick and ductwork, large windows, and expansive interiors.

You



Ohringer Building in Braddock; Creative TreeHouse interior in Bellevue

- **Mayor John Fetterman and the Braddock community:** Fetterman and allies have led a recent surge of interest in Braddock, attracting artists and businesses while providing for the basic needs of existing residents.

- **Metanoia Development and the Bellevue**

community: Metanoia has helped to bring a diverse edge to Bellevue's business district. Tenants include vintage department store 517521, the creative professionals collective Creative TreeHouse, and cafe Affogato.

Winners are also listed on our website:

www.coolspacelocator.com. Check back soon for detailed descriptions and pictures!

The 2007 Cool Space Awards, presented by Cool Space Locator, promotes urban revitalization by highlighting unique workspaces in southwestern Pennsylvania's urban and walkable neighborhoods. The 2007 Cool Space Awards is sponsored by Mellon Financial Corporation and the Pittsburgh Partnership for Neighborhood Development.



Client Profile: Fossil Free Fuel



Fossil Free Fuel's exterior; Principals Dave Rosenstrauss and Colin Huwyler

Who?

Fossil Free Fuel, LLC

What?

Fossil Free Fuel (www.fossilfreefuel.com) converts diesel-powered vehicles to run on straight vegetable oil. They offer conversion kit installation and maintenance, waste vegetable oil processing, and consulting services. Principals Dave Rosenstrauss and Colin Huwyler have been installing systems since 2003, and formed Fossil Free Fuel in Allentown, Pennsylvania.

Where?

223 Braddock Avenue, Borough of [Braddock](#)



Auto shop; reception area at Fossil Free Fuel's April 30 grand opening

Why?

Fossil Free Fuel started in Allentown in 2004, and by 2006, the company wanted to move to a new market where they could expand their business. The Pittsburgh region was the perfect place to do it: they could pursue joint projects with allied organizations in alternative fuels, and they wanted to make a positive impact on a revitalizing region.

With Braddock as their starting point, Dave and Colin began searching for a space in fall 2006 that could house their auto shop, office, and a biofuels co-op. After hitting unfamiliar territory with the details of purchasing, zoning, occupancy, environmental regulations, and the Pittsburgh region itself, Fossil Free Fuel contacted Cool Space Locator for help.

Cool Space Locator helped familiarize them with the new geography and the special real estate needs of their business. The search for a building that could house an auto shop would uncover some spaces requiring serious environmental remediation at unfeasible costs. After checking out six potential spaces, CSL helped Fossil Free Fuel get a lease in Braddock that more than met their space requirements. Requiring no environmental cleanup, they could recycle a gritty, underused space without stripping their finances.

What Else?

Fossil Free Fuel's expansive new space of 8,800 square feet in a former electronics repair business is now home to the auto shop, a comfy reception area for customers, and back office. They also have extra room for additional storage, a parts shop, and - behind large wheeled doors - space for the future Braddock Biofuels Co-Op.

Recent Coverage of Fossil Free Fuel

- Pittsburgh Post-Gazette: "[Braddock shop performs conversions that allow used vegetable oil to power diesel vehicles](#)" (May 2, 2007)
- Pop City: "[Fill it up - Braddock station promotes biofueling](#)" (May 2, 2007)



sidewalks and the urban grid promote pedestrian travel and density. These properties may be older buildings that have existed since the founding of the neighborhood; spaces converted from other uses, like warehouses or factories; or new properties that fill gaps in the original urban fabric.

We offer property search and site location services in southwestern Pennsylvania; workshops to businesses and nonprofit leaders on real estate related topics; support in evaluating location opportunities; and financial planning as it relates to a move. We support clients by connecting them to local organizations, municipal regulators and service providers (zoning, safety, building code, etc.), in addition to supportive community-based lenders. By assisting our clients as they relocate, we work to cultivate vitality and creativity in historic towns, neighborhoods, and city centers where walkability is the norm.

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