



E-Blast

November 2006

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Greetings!

You are invited to join us at our upcoming Cool Deals Research Release Happy Hour at East Liberty's Shadow Lounge on November 9th. This month we are offering a new workshop, called Managing Your Location Decisions: A Workshop for Business Leadership, on November 8th, and we will also present our introductory Right Size It Workshop on November 30th.

We hope you enjoy learning about the Aliquippa neighborhood in Beaver County, PA. We truly appreciate your feedback on our monthly E-Blast, and we hope to continue to provide you with relevant information in the fields of community and economic development.

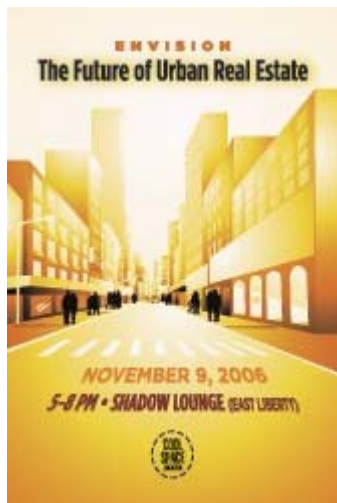
• New! Managing Your Location Decisions: A Workshop for Business Leadership

Wednesday, November 8, 9:00-noon
At Duquesne University's Small Business Development Center
600 Forbes Avenue, Rockwell Hall Room 505

Commercial leases and real estate purchases differ from residential transactions in ways that impact your bottom line and business performance. The process for choosing a location can take time and require a serious investment of time and money. Location, location, location is not the only thing to consider. The success (or failure) of your business may ride on managing these transactions well. This workshop, conducted by Kyra Straussman, President of Cool Space Locator and co-presented with Kirk Rys, a real estate attorney with Buchanan Ingersoll & Rooney PC will help you understand critical aspects of finding commercial real estate, managing the process and the time it takes, understanding both the critical financial aspects of the deal and the important legal issues involved, and help the small business professional find the best space for their company.

In this workshop you will:

-Learn to understand key terms in commercial real estate transactions



Cool Space Locator and the Carnegie Mellon Center for Economic Development announce the release of a new report detailing the market for cool space in the Pittsburgh region. Our report, **Cool Deals: Capturing the New Market in Urban Commercial Real Estate**, identifies the types of firms who want cool space, the features they need in an office, and strategies for harnessing these potential tenants. This report also analyzes the impact of business locations on growing employment in the region's urban centers.

Join us for **happy hour on Thursday, November 9 from 5 to 8 p.m. at the Shadow Lounge in East Liberty** (at the intersection of Baum Boulevard & S. Highland Ave).

Copies of the report's key findings and light refreshments will be provided.

To RSVP, email [Sean Capperis](mailto:Sean.Capperis) or call 412.683.5790 x23.

- Learn the best process for determining your space requirements
- Determine a framework for the budget for your move and operating your new space
- Understand the process of looking for space
- Learn how building and zoning codes affect your choices
- Learn how commercial leases work, and some of the important aspects of leasing that can affect your business decisions in the long term
- Understand how to make a decision between leasing or buying commercial property for your business

\$45/person
Register online at www.sbdc.duq.edu or call (412) 396-6233.

• Right Size It: Find the Right Space for Your Small Business

Thursday, November 30, 4-5:30pm
At Cool Space Locator, 279 45th Street (Lawrenceville)

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
[Right Size It Registration Form](#)

• Featured Neighborhood: Aliquippa



Franklin Avenue and Aliquippa Borough Building

As the Ohio River leaves the Point and turns northward from Pittsburgh, older towns line both banks. The City of Aliquippa, on the western bank, is one of the first major communities after crossing into Beaver County. The town was named for Queen Aliquippa, a native American who in 1754 had a brief encounter

with George Washington ([source](#)). Through most of last century, Aliquippa was one of the largest steel-producing areas in the Pittsburgh region. Due in part to the decline of big steel and the rise of suburban sprawl, the mills have disappeared and the Franklin Avenue business district has experienced an upshot in vacancies. Luckily, much of the memorable space in the commercial core continues to spark the interest of new tenants and community leaders.



A Rainy Day on Franklin Avenue (G.C. Murphy Building on Right)

Aliquippa tracks its historical roots to the late 1700s, long before the arrival of the mills. Logstown, the first village on the site, was a sleepy trading post along the Ohio River. In the first decade of the 20th century, Jones and Laughlin Steel (J&L) built a major works along the river and established a new company town, called Woodlawn. By 1928, Woodlawn had merged with the surrounding towns to form the current boundaries of Aliquippa. After World War II, the population of the 4.1 square mile town had grown to nearly 30,000 people, and the central business district had a complete range of shops and services.

Aliquippa has largely kept its unique, and sometimes divisive, planning features. The Franklin Avenue corridor, "downtown Aliquippa," occupies a short east-to-west valley that connected the former mill with most housing, requiring most steelworkers in their day to pass through the business district. J&L constructed workers' housing in numbered plans. Plant management took advantage of the regional topography and separated the incoming immigrants by their ethnicities, to both create solidarity within the plans and minimize conflict across them. Many residents still refer to specific neighborhoods by their plan numbers, such as Plans 6 and 7 for former mill managers, and Plans 11 and 12 for workers. Some neighborhoods have businesses interspersed within them, and a second, less pedestrian-oriented business district has developed in the New Sheffield neighborhood.



B.F. Jones Memorial Library

Although the downtown area slowly drained through the 1980s and 1990s, many of Franklin Avenue's architectural gems and

well-remembered sites still exist. The Renaissance Place, a former Mellon Bank building, now houses the R.O.O.T.S. School, and the former G.C. Murphy building still stands. Several organizations, including the Town, Beaver County, the Corporation for Economic Development, and the Aliquippa Alliance for Unity and Development, have been some of the major stakeholders in the downtown revitalization effort. The streetscape has undergone a significant refurbishing over the past few years, getting new sidewalks, attractive streetlamps, and trees.

“There’s some renewed interest since the café [Uncommon Grounds] went in,” said Diane Manning of Town Center Associates, an organization offering technical support for the Beaver County Main Street Program. Uncommon Grounds is a new but persistent arrival to the downtown area, providing tasty, inexpensive food and lots of positive buzz. Australian transplant John Stanley created the café as a gathering and listening place. The café regularly hosts performances and meetings for community groups.



Uncommon Grounds

One of Stanley’s next initiatives in downtown Aliquippa involves the construction of a new downtown park. Its design includes a basketball court, stage, and a playground to make it a vital, central gathering place, especially for the next Aliquippa Arts, Music & Festival of Praise. Remarking on Stanley’s work, Manning continued, “That gives us new life on Franklin.”

• **Town Center Associates**

Town Center Associates provides downtown planning and management services as well as commercial and residential real estate services. TCA offers technical support to towns participating in Beaver County’s Main Street Network.

Their approach to Main Street management builds on the nationwide four-point program. Their website functions as a portal to the Main Street communities, providing information on real estate vacancies and business development, community events and gathering places, and information on architecture and façade improvements. TCA’s commercial real estate operations also cooperate with the Main Street Network, placing new businesses in the communities that need them.

For more information on Town Center Associates and communities in Beaver County, visit www.towncenter.info or call 724.728.9400.

Thanks to Diane Manning and Mary Ellen Petro of Town Center Associates, for their input on Aliquippa.

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:

- The Heinz Endowments
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- City of Pittsburgh, Mayor's Office

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