



# E-Blast

October 2006

## In this issue

**Right Size It Workshop on 10/12**

**Research Release: Cool Deals**

**Featured Neighborhood: Bloomfield**

**Research Release: Cool Deals**

Greetings!

We hope you will enjoy learning about Pittsburgh's Bloomfield neighborhood and that you will consider attending our research release happy hour on November 9th (see sidebar), where we'll share our findings about who seeks urban commercial real estate.

And here's yet another reason to promote walkable neighborhoods: Leading US pediatrician Professor Richard Jackson blames Town Planning for Obesity. He says that "living in a walkable neighbourhood helped people keep off an average of seven pounds". See the full article from September 27 at [BBC News](#).

### • Next Workshop

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

Thursday, October 12, 4:00-5:30 PM

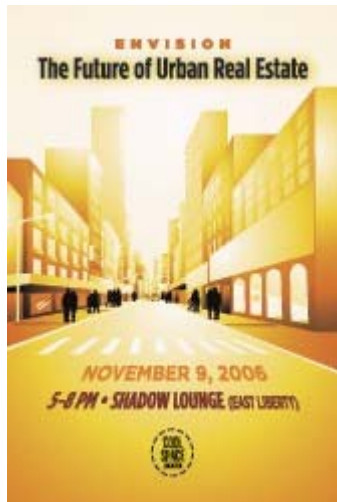
Cool Space Locator Office

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.

[Right Size It Registration Form](#)

• **Featured Neighborhood: Bloomfield**



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. 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.



Welcome Mural at Main & Liberty

Located in Pittsburgh's East End along Liberty Avenue, Bloomfield is known as Pittsburgh's Little Italy. The annual Little Italy Days festival (held this year Sept 29, 30, and Oct 1) invites folks to celebrate the neighborhood's traditional heritage by inviting people to play in its commercial heart along Liberty Avenue. Neighborhood places take on new identities. This year, for example, Cedarville Street became an amphitheatre with a stage and seating, and parallel parking spaces and sidewalks became midways.

Originally home to a group of German immigrants, Italian immigrants asserted a larger presence in the 20<sup>th</sup> century. The easiest place to see this influence is in the neighborhood's food. The district has two Italian *grocerias* and a collection of restaurants including Alexander's Pasta Express, Lombardozzi's, Tessaro's, Mariani's Restaurant (The Pleasure Bar), Mezzanotte Cafe, Del's, and Grasso Roberto, to name a few. Parking meters are painted in the colors of the Italian flag, and on a fair weather day anywhere between Main Street and Baum Boulevard, you might hear bits of Italian being spoken over the lively bustle of the streets and sidewalks.



Liberty Avenue and Mariani's Pleasure Bar

Bloomfield is a complete, 18-hour neighborhood. Commercial architecture ranges in style from traditional storefronts with ornate trim and brackets to the more austere former Plaza Theatre building (which now contains Starbucks and W.G. Grinders Oven Baked Sandwiches). Shopping in this neighborhood encompasses everything from daily groceries to automobiles. The neighborhood is also home to the Western Pennsylvania Hospital (West Penn), one of the region's major health care centers.

Bloomfield's small parks offer greenery to visitors. A park under the Bloomfield Bridge is known for kickball tournaments, Friendship Park (just behind the hospital) is popular with walkers,

joggers, and pets, and a playground on Cypress Street attracts small children.

Bloomfield Business Association President Karla Owens says that businesses interested in moving to the neighborhood are often impressed with its proximity to downtown and access to transit. Liberty Avenue is, at most, a 15-minute drive or bus ride from downtown. And by the end of 2006, Bloomfield will become much more bike-friendly; According to the [Pittsburgh Post-Gazette](#), sections of Liberty Avenue will be getting bike lanes and better signage, encouraging bicyclists and drivers to share the road (see article from 8/28/06).

The neighborhood also has great offerings in the arts. Paul's Compact Discs is a treasure trove of recorded music spanning blues, jazz, classical, new and classic indie rock, and critically-acclaimed pop music. A few blocks away are a duo of galleries: moxie DaDA and Box Heart. Bloomfield also shares a border with the growing arts district managed by Penn Avenue Arts Initiative.

A neighborhood fixture at the intersection of the Bloomfield Bridge and Liberty Avenue is the eponymous Bloomfield Bridge Tavern, the self-proclaimed sole Polish restaurant in Little Italy. Thursdays are a popular night at the BBT, where \$1 bottle specials and mild nights draw patrons out to the patio. Although this neighborhood is known best as Pittsburgh's Little Italy, no matter what ethnicity, neighborhood pride is an embracing and universal force in Bloomfield.

#### ● **Bloomfield Business Association**

Formed in 1947, the Bloomfield Business Association (BBA) is a nonprofit organization that works to build the collective strength of businesses in the district, enhance the physical appearance, and promote the neighborhood as a whole. The BBA helps plan community events, like Little Italy Days, are also in the process of producing a plan for business recruitment in order to round out the mix of neighborhood services and to build upon its current successes.

For more information or to get a list of BBA members, visit their website at [www.shoppingbloomfield.com](http://www.shoppingbloomfield.com) or contact President Karla Owens at [bloomfieldjewelry@pghmail.com](mailto:bloomfieldjewelry@pghmail.com).

Thanks to Karla Owens of the Bloomfield Business Association for her assistance with the Bloomfield Featured Neighborhood.

## 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
- The Pittsburgh Foundation

- Surdna Foundation
- Garfield Foundation
- Richard King Mellon Foundation
- Roy A. Hunt Foundation
- The Urban Redevelopment Authority of the City of Pittsburgh
- City of Pittsburgh, Mayor's Office

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