



Morningside News - June/July 2008

A Publication of the Morningside Area Community Council

PO Box 40313, Pittsburgh, PA 15201 www.macconline.org

Morningside: A Gem In Pittsburgh's East End Neighborhoods

Following a five month comprehensive study that included hundreds of resident and customer surveys, one-on-one interviews, a neighborhood business inventory and needs assessment of the community's businesses, Jackson/Clark has finished a market analysis of the Morningside Business district. Their findings uncovered a series of strengths, weaknesses and opportunities for the neighborhood to build upon.

One key aspect uncovered is that the Morningside Business District has more of a customer base that meets the eye. The research shows that Morningside serves communities well beyond its boundaries. While a healthy majority of the shoppers in the community's business district originate from Morningside, almost forty percent of shoppers come from nearby East End neighborhoods like Lawrenceville, Stanton Heights and Highland Park, but also municipalities that include O'Hara, Fox Chapel and Blawnox. Market analysts explained that the expanded market area demonstrates an ability of the district to service neighborhood residents, while attracting customers beyond the base provided by Morningside alone.

The surveys conducted as part of the market analysis uncovered a series of community assets. Morningside's assets include: proximity to

cultural amenities, short distances to jobs in Oakland and Downtown and a variety of transportation choices. Other benefits cited include a quality housing stock, residents who care and community pride.

A few of the challenges identified through the surveys include a confusing and difficult to navigate street network, poor signage, changes in shopping habits over the years, limited shopping choices in the district and a tired streetscape.

Opportunities for the community and the business district include:

- *Building on quality housing opportunities for first time home buyers*
- *Leveraging visitors to the neighborhood through assets such as the Zoo, Churches, and Youth Sporting Events*
- *Tapping the needs of both new and older residents and adjacent neighborhoods*
- *Build on heritage and tradition of the community*

The information generated by the market study is being incorporated by Moshier Studios and Pashek Associates in design recommendations for the business district. More information on the design portion of the project will be forthcoming.

Please visit our updated website

 www.macconline.org 

From the M.A.C.C.

Open for Business

Even with our business district on the brink of exciting transformation, we still should remember that local businesses have been thriving in our community for years. This summer marks an exciting time for two such businesses, competitors—we hope **friendly** competitors!

As you may have noticed, *Hairstyles by Lisa* moved into a newly renovated storefront directly across from her long time location on Chislett Street. Owner Lisa Komorowski celebrated the grand opening at the end of May in the former *Furniture Medic* location

Not as readily noticeable, unless you keep your eyes peeled for the banner on the Greenwood Street side of the building, April marked *Shear Sensation's* 10 year anniversary in Morningside. We take this opportunity to thank owner Rose Corona for selecting our neighborhood. See our Spotlight on Business for both of these Salons on page two.

We ask you to join us in visiting these and other local businesses before venturing elsewhere for services when you can find what you need here at home.



“THINK OF GIVING NOT AS A DUTY BUT AS A PRIVILEGE.”

JOHN D. ROCKEFELLER, JR.

MACC Hirst Family Fire Fund

First Commonwealth Bank
1801 Jancey st.
Pittsburgh, PA 15206

Make checks payable to the MACC Hirst Family Fire Fund

Yard Sale

Community Yard Sale Returns
Hooray!

July 19 & 20
10:00am - 4:00pm
Rain or Shine
\$10.00 per home

Fee covers advertising, signage and maps

Contact Ky at 412-665-8504



Spotlight on: *Hairstyles by Lisa*

Owner: Lisa Komorowski, born and raised in Morningside.

Services: Total Beauty Care for Men, Women & Children. Services include Waxing, Manicures, Spa Pedicures, Facials and Products. We use only the best Hair color.

Employees: Lisa's staff has worked together as a team for many years and intends to do so for many more.

Established: January 4, 1984

What's New: Grand Reopening was a complete success.

Whats Next: More spa services coming soon.

Did you know? Lisa's has a licensed Estetician with a degree in Holistic Medicine who provides extensive skin care along with herbal remedies. She has been on staff for 24 years.

"I truly believe that Morningside is one of the greatest communities in the City of Pittsburgh"

Hairstyles By Lisa
1741 Chislett St
Pittsburgh Pa 15206
412- 362-0664



Spotlight on: *Shear Sensations*

Owner: Rose Corona

Services: Hair and Body Care Salon offering all haircare, tanning, waxing, massage and nail services.

Hours:
Tuesday 10 a.m. to close*
Wednesday 9 a.m. to 5 p.m.
Thursday 12 p.m. to close*
Friday 9 a.m. to 5 p.m.
Saturday 9 a.m. to 4 p.m.
* Appointments scheduled at late as 8:30 p.m.

Employees: Karen, Jane, Ellen, Judi and Kelli

Established: April 29, 1998

What's New: Rose's is currently celebrating 10 Years of Service.

Did you know? Rose recently improved the façade of her building.

Shear Sensations
1801 Chislett St.
Pittsburgh, PA 152-6
412-661-0446

Please contact the editor if you are interested in being spotlighted in a future issue, or if you'd like us to spotlight a particular business.

Buying or Selling



"Go with the leader!"

ROBERT J. CORTEZ Proud to be a third generation Sales Associate Morningside resident

Shadyside Office
Office: (412) 361-4000
5501 Baum Boulevard, Pittsburgh, PA 15232
Email: rcortez@howardhanna.com



Tim's Barber Shop

1802 CHISLETT ST.
412-361-9454

A proud silver Sponsor of the MACC



RSPN
Buying, Selling & Appraising Coins & Currency

Rich Scuro
Professional Numismatist, NGC & PCGS Authorized Dealer

6840 Greenwood Street, 1st Floor
Pittsburgh, PA 15206
412-715-2836

COMMUNITY LITTER CLEAN UP TIME: 10:30am
KEEP M-SIDE BEAUTIFUL MEET: VFW & Heth's Field.

JOIN US!!! Areas of clean up include:

All interested volunteers/ groups should call Amy Ervin at 412-362-0132.

- Natoli Field
- Heth's Field
- Baker Street
- Stanton Avenue
- Business District

WHEN: Saturday - June 21

VFW Events

Rockin' Through the Ages, \$10 June 28th, 8PM-12PM Tickets available at the door. For more information contact John Winters @ 412-361-9614. All events open to the public.

M.A.C.C. OFFICERS

President

Dom Costa, 412-277-4453
s72890@verizon.net

Vice-President

Joe Kramer, 412-363-5845
josephrkramer@yahoo.com

Secretary

Corinne Antoszewski, 412-441-8475
corinatoz1234@aol.com

Treasurer & Newsletter co-editor

Mary Ann Merranko, 412-362-7407
maryamerran@aol.com

Past President

Matt Arena, 412-414-6006
matt.arena@verizon.net

COMMITTEE CHAIRS

Beautification

Amy Ervin: 412-362-0132

Communication & News Editor

Janeen LaForce: 412-287-0262
janeen@santore.com

Fundraising

Joe Kramer, 412-363-5845
josephrkramer@yahoo.com

Housing

Matt Diersen
macchousing@yahoo.com

Membership

Leslie Kass: 412-441-7978

Nomination

John Santore: 412-292-5356
john@santore.com

Planning and Development

Grant Ervin: 412-362-0132

Public Safety

Stacey DeRenzo: 412-377-5448
MsideMom@aol.com

NOTE: As of May 26, 2008, City of Pittsburgh Police Commander RaShall Brackney will be reassigned to Zone 1 on the North Side. Commander Larry Ross will be the new commander of Zone 5.



Hours:

Mon-Fri 11 a.m. to 11 p.m. & Sat noon to 11 p.m.

MACC HOUSING COMMITTEE

Needs Your Help

The MACC Housing Committee is compiling lists of both vacant and nuisance properties within Morningside. Our hope is that these lists will prove to be short, and our goal is to work with owners, residents, and our local officials to make them even shorter. If there is a house on your block that has stood vacant for any period of time, or a house or apartment that has been a repeated scene of disturbances, please feel free to contact the housing committee with your concerns and any background information you might have on these issues.

Contact can be made via email: macchousing@yahoo.com, through the website, or through the MACC P.O. Box, please add "Attn: Housing Committee" to the address.

Our houses are our greatest neighborhood asset, please help the Housing Committee as we try to build on Morningside's years of success in this area. Also, if this is an especially important issue for you, please consider joining us in the MACC Housing Committee.

DOWD ANNOUNCES "COUNCIL TO GO"

The office of Patrick Dowd is excited to launch their mobile district office program – Council to Go. Please join our Councilman and his staff at our inaugural sessions during May.

The aim for Council to Go is to provide constituent services to more neighborhoods than a traditional district office. They will go to the places where people already congregate, and at most sites, they will have wireless access to most resources available at the Downtown office. Their full schedule is below, and more details are available at their website: www.pghgov.com/district7.

Over the summer they will be evaluating the success of the

program, so by fall they can set a permanent schedule. Please send your feedback to district7@city.pittsburgh.pa.us so they can incorporate it in their workplan.

LOCATIONS

Bloomfield
Citiparks Farmers Market
Pittsburgh Parking Authority Lot
Friendship Ave. & Cedarville St.
Starting Thursday, May 15
3rd Thursdays, 3:30 p.m.
May – November only

Bloomfield Alternate
Crazy Mocha
4525 Liberty Ave.
3rd Thursdays, 3:30 p.m.
after closing of Farmers Market and in inclement weather

Lawrenceville
Carnegie Library of Pittsburgh
279 Fisk St.
Starting Wednesday, May 21
3rd Wednesdays, 2 p.m.

Highland Park
Enrico's Tazza D'Oro
1125 N. Highland Ave.
Starting Wednesday, May 28
4th Wednesdays, 2 p.m.

Friendship
Quiet Storm Coffeehouse and Restaurant
5430 Penn Ave.
Starting Thursday, June 5
1st Thursdays, 2 p.m.

Polish Hill
Polish Hill Civic Association
3060 Brereton St.
Starting Thursday, June 12
2nd Thursdays, 2 p.m.

M.A.C.C. Membership Application

\$10 per family _____ \$5 singles _____

Please make checks payable to M.A.C.C.

Name: _____

Mail check and application to Membership Chair:
Leslie Kass
1706 Jancey Street
Pittsburgh, PA 15206

Address: _____

City, State, Zip: _____

Phone: _____

*Only 3 family members over the age of 18 can
vote in annual elections with family memberships

Email: _____

Hairstyles by Lisa

Total Beauty Care for Men, Women & Children

We use only the best Hair color and Products

We also provide the following services:

Waxing, Manicures, Spa Pedicures, Facials

We have a liscenced Estetician with a degree in Holistic Medicine that provides extensive skin care along with herbal remedies. She has been on our staff for 24 years

More spa services coming soon



Morningside Dental

412-362-5677

Wayne J. Decroo, DDS

1809 Jancey Street

Pittsburgh, PA 15206

Committed to prevention and dental health

Comprehensive dental care

Sedation available

