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**NEWS**  
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## **Historic Pearl District Building Stages Comeback As Creative Office Space** *Stagecraft Building preserves character in complete renovation*

One of the oldest buildings in the Pearl District is ready for a refresh. The Stagecraft Building, built circa 1890 and located at 1302 NW Kearney Street, is undergoing a complete renovation inside and out to transform the 28,000 square foot property into creative office or retail space.

Owned and developed by Hoyt Building Investors, construction on the two-story brick building began in early August and is expected to be ready for occupancy by early 2016.

“Our goal is to preserve the property and keep its historic roots alive,” said Al Solheim, managing partner of Hoyt Building Investors. “Stagecraft is one of the last available buildings in the Pearl suitable for adaptive reuse. We like these classic buildings and feel a strong commitment to preserve a part of the history and character of old Portland.”

### *Renovation blends modern amenities with historic features*

When completed, the two-story loft style space will boast plenty of natural light, thanks to new larger windows. The interior open layout will feature high exposed ceilings, skylights throughout the second floor, concrete floors and natural wood beams. New paint, new mechanical systems, and seismic and structural upgrades will reinvigorate the property.

Suitable for both creative office and retail uses, the high traffic location is marketed by Peter Andrews, Nick Ehlen and Al Kennedy of Melvin Mark Brokerage Company for office leasing, and by Kia Hartley and Dan Bozich of Urban Works Real Estate for retail leasing.

### *Warehouse thrives in transition from rail-era to modern Pearl District*

Built around 1890, the building began as a distribution center for M. Seller & Co., an international leader in the distribution of crockery and housewares. The building was also one of the first warehouses on the 13th Avenue rail line. In 1894, the warehouse was gutted by fire but was ultimately rebuilt. M. Seller & Co., occupied the space until 1936 and closed its doors in 1961.

The next occupant, from c.1936 to c.1960, was Bisceglia Brothers Inc., a California-based winery that was one of the first wholesale wine distributors to set up shop in Portland after Prohibition was repealed.

In 1964, the building began a 50-year run as the home of Stagecraft Industries, which is a leader in theatrical installations and equipment found in arenas and theaters throughout North America and overseas. Stagecraft is now located in Swan Island Industrial Park.

For the past 10 years, the building has housed Pacific Northwest College of Art's sculpture studio. The college has since relocated to its new campus at 511 SW Broadway.

According to Solheim, the building's historic roots reflect its location on NW 13<sup>th</sup> Street. "It is a unique street with a lot of history, and it was really ground zero for early development of the Pearl," he said. "For 125 years, this building has had a remarkable career and has housed an intriguing range of industrious companies and innovative enterprises. We look forward to this next chapter and watching a new generation of businesses find success in this location."

Walsh Construction is the general contractor and Mackenzie is the architect and engineer.

### **About Melvin Mark Companies**

Melvin Mark Companies has developed, owned and managed property in Portland since 1945. They currently own or manage more than three million square feet of commercial space in the metro area, and provide a full range of commercial real estate services for landlords and tenants. The companies include Melvin Mark Brokerage Company, Melvin Mark Capital Group, Melvin Mark Construction Company and Melvin Mark Development Company. Learn more about Melvin Mark at [www.melvinmark.com](http://www.melvinmark.com)

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NOTES: Stagecraft pre-renovation photo: photo credit to Heritage Consulting Group