



SHOPDINEWORKLIVE: RETAIL OPPORTUNITY





**FAITHFUL TO ITS
INDUSTRIAL PAST**

HISTORY Blitz-Weinhard brewery, recognized April 1, 1856, as the start of the West's oldest, continuously operating brewery. It operated at its West Burnside location from 1864 through September 1999. On Jan. 16, 1899, "The Oregonian" published a major feature on Weinhard's brewing empire. The story noted the brewery, covering a two-acre site, produced 100,000 barrels of beer annually.

1900-04 NEW BREWHOUSE PLANNED : Two red-brick buildings on Northwest 12th between West Burnside and Northwest Couch were completed in 1908 to serve as the Brewhouse and the malt and hop building. They stand today as the oldest parts of the brewery complex. At some point over the years the Burnside complex became better known as Henry Weinhard's Brewery. This was the name etched in stone atop the new Brewhouse. The five-block Blitz-Weinhard complex was eventually closed and put up for sale. On their last day at work, employees hung their work boots from various high points in the brewery as a parting gesture.

2000 REDEVELOPMENT PROPOSED : In January 2000, the complex was purchased by Gerding Edlen, a Portland development firm, which promised to preserve the historic buildings as it redeveloped the land as a mixed-use development of office, retail, and residential buildings. Three historically significant buildings were preserved and renovated: Portland Armory, Weinhard Brewhouse, and Chevrolet Auto Dealership.

The Brewery Blocks, a \$300 million mixed-use project that spans five blocks of the Pearl has been recognized by the American Institute of Architects for its sustainable design. In addition, the Brewery Blocks won yet another award from AIA, the Sustainability Award which is designated for projects that demonstrate building excellence, integration of architecture and energy conservation, innovative use of passive technology and recycled or renewable materials, ecological impact on the project site and building occupants, and environmentally sensitive land use. The Henry, Gerding/Edlen's high-end Brewery Blocks condominium, has become one of two LEED-gold-rated residential properties in the United States.

TODAY In July of 2007, SPF Brewery Blocks LLC bought four out of the five blocks. They felt the BB was an attractive investment because of its mix of uses to include housing retail and office, its sustainable design, a retail tenant mix with solid performers and the desirable location at the Gateway to the Pearl District.

The Brewery Blocks, located at the former site of the Blitz-Weinhard Brewery, is a five-block shopping and professional district in Portland's vibrant, post-industrial neighborhood known as the Pearl District. The Pearl District is to Portland what SoHo is to New York. The Brewery Blocks spans five city blocks with parking under each block and provides a transition between Portland's Central Business District, the West End and the River District.

With the combination of historic preservation of the Weinhard Brewhouse and the Armory Building and an increase in retail and commercial activity, this area has been transformed into a bustling urban neighborhood. Additionally it provides a design that is faithful to the industrial character of the former Brewery and the Pearl District, and is consistent with "environmentally friendly" sustainable development concepts.



FOR LEASING INFORMATION, PLEASE CONTACT: **CANDACE GRAY**
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APPROXIMATELY 12,000 PEOPLE TAKE THE **PORTLAND STREETCAR** DURING THE WEEK



LOCATION

DOWNTOWN PORTLAND, OREGON IN THE PEARL

LEASING

THE BREWERY BLOCKS AT THE PEARL DISTRICT

Within Portland's most exciting and active neighborhood, The Brewery Blocks is home to some of the most sought after retailers in the country including Anthropologie, Finn, Lucy, Lu Lu Lemon, North Face, P.F. Chang's China Bistro, Sole, Ten 01, West Elm and Whole Foods Market. Vibrant arts organizations such as The Art Institute of Portland and The Gerding Theatre at the Armory add to the Brewery Blocks already sophisticated offering.

Brewery Blocks neighbors Diesel, Henry's 12th Street Tavern, Icebreaker, Mio Gelato, Peet's Coffee & Tea, Sur La Table and legendary bookseller, Powell's Books make for a world-class shopping destination. Also in the neighborhood are REI, Mitchell Gold+Bob Williams, Storables and Jake's Famous Crawfish Restaurant.

Gerding/Edlen and GBD Architects original developers and architects of the Brewery Blocks, also remain with headquarters located on NW 11th and Burnside.

DEMOGRAPHICS

	1 mile	3 miles	5 miles
Population	27,600	136,400	348,600
Households	18,200	69,100	158,300
Daytime Employment	116,400	278,200	382,200
White Collar Professionals	73.3%	73.2%	70.0%
Single	55.7%	44.6%	37.7%



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NW 12TH & BURNSIDE

RENOVATION OF HISTORIC STRUCTURE
WITH NEW CONSTRUCTION

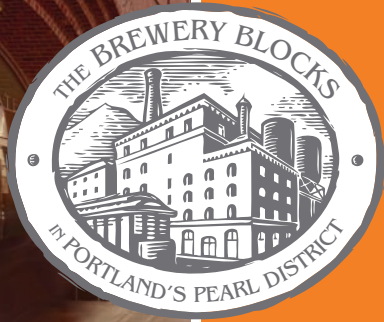
BLOCK 1: The renovated art deco façade of this former Chevrolet dealership, built in 1929, is the visual focal point of NW 12th and Couch. Within the walls of the historic structure, an entirely new mixed-use building has been constructed.

Whole Foods Market, the world's largest retailer of natural and organic foods, occupies 34,485 sq. ft. on the ground floor and a 2nd floor mezzanine. Immediately adjacent to Whole Foods on the corner of 13th and SW Burnside is 2,914 sq. ft. of available retail facing Burnside and a virtual billboard to the 40,000 vehicles passing by daily.

The dramatic transformation of the former car garage into a stylish grocery topped with a sustainably-designed cooling plant won the 2002 Mayor's Award for Design Excellence.



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NW 10TH & COUCH

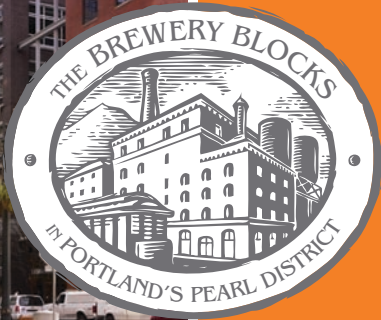
RENOVATION OF THE NATIONAL GUARD
ARMORY WITH NEW CONSTRUCTION

BLOCK 3: This active half block includes a retail base of nearly 13,000 sq. ft., three floors of parking and The Henry, an 11-story luxury condominium tower. This high-profile retail opportunity offers more than 4,300 of unparalleled retail branding potential with Anthropologie, Sur La Table, Diesel, Lucy, Sole and regional restaurant sensation Ten01 all part of the first floor mix. This block is also strategically located across from the largest independently owned bookstore in the nation, Powell's Books and boasts one of the highest pedestrian and vehicular traffic counts within the Pearl District. The Portland Streetcar line and its nearly 12,000 weekday riders is an added plus.

Rounding out this compelling block includes The Gerding Theatre at the Armory. The restored theatre is a Portland landmark and brings a creative vibe to the heart of the Brewery Blocks and the Pearl District.



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NW 11TH & COUCH

NEW CONSTRUCTION ON SITE OF FORMER BLITZ-WEINHARD FERMENTATION AND PACKAGING PLANT

BLOCK 4: This dynamic block was transformed into a new approximately 270,000 sq. ft. mixed-use development designed—through careful selection of building materials—to reflect the industrial architectural character of the revitalized Pearl District. The facility houses approximately 27,000 sq. ft. of pedestrian-oriented retail space on the ground floor, and approximately 243,000 sq. ft. of Class A office space on the second through 10th floors. Both P.F. Changs and Anthropologie picked the Brewery Blocks as their first stores in the market. They have been a very happy with their successes achieved in the Pearl District.

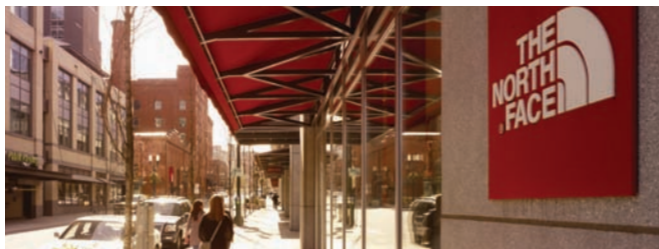
A Central City Streetcar platform is situated at the Southeast corner of the site, and three-levels of underground parking is accessible through elevators which service the building lobby.



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NW 12TH & COUCH

NEW CONSTRUCTION

BLOCK 5: This block is comprised of the popular Louisa, a new building which includes 16 stories of luxury apartment homes a top of a retail podium. The Louisa is home to many young white collar urbanites.

Williams-Sonoma group chose the NW 12th & Couch block for its 14,000 sq. ft. first to the market West Elm with contemporary home furnishings as their only Oregon location and has the good fortune of being directly across the street from Whole Foods and P.F. Changs. In addition, the retail on this Block includes LuLu Lemon, one of the hottest retailers in the industry for Yoga and exercise apparel and North Face who chose Portland because of the active lifestyle of Portlanders and already had good company in the Pearl with REI, Lucy, Patagonia and LuLu Lemon.



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**NEARLY 20,000 PEOPLE LIVE DOWNTOWN
WITHIN ABOUT A 5 MINUTE WALK**

BREWERY BLOCKS FACT SHEET

LOCATION

Five prime city blocks (one owned by another), located in Portland's trendy and beautifully revitalized Pearl District in downtown Portland bordered by West Burnside, NW Davis, NW 10th and NW 13th.

PROJECT COMPONENTS

A downtown mixed-use project composed of specialty retail, office, luxury residential condo and apartment homes as well as performing arts.

RETAIL

89,401 sq. ft. of street level specialty retail and restaurants

OFFICE

243,000 sq. ft. 10-story Class-A Office

RESIDENTIAL

10-story luxury condominiums
16-story luxury apartments

ARTS

The Gerding Theatre at The Armory, home to Portland Center Stage

The information contained herein was derived from sources we deem reliable but is not warranted as to its accuracy. Neither Landlord or its representatives make any warranties as to the environmental condition of the property. Prospective Tenants and Buyers should inspect their prospective tenancies or purchases independently. This Information is subject to change without notice.



LEASING

Envision Realty Advisors-West, LLC

MANAGEMENT

PREM Group, Portland, Oregon

ARCHITECTS

GBS Architects, Portland, Oregon

LEED CERTIFICATION

Platinum, Gold

TRANSIT

Portland Streetcar stations are located throughout the Brewery Block with weekday daily ridership of nearly 12,000

PARKING

Nearly 2,400 parking spaces in a five block underground parking garage not including additional street parking around the project and within immediate walking distance.

FOR LEASING INFORMATION, PLEASE CONTACT:

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