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Seattle venture capital firm and developer Heather Personne to bring 'Hardware Store' creative offices to Roosevelt Row

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Seattle-based venture capital and consulting firm Point B Inc. has bought two buildings in Phoenix's artsy Roosevelt Row area.

Heather Personne — a principal with Point B's real estate development arm — wants to rehab the properties at 815 and 829 North First Street into creative office space called the Hardware Store.

Point B — which also does management consulting and venture capital investments — bought the two Roosevelt Row properties from Tero Holdings LLC and Restoration Place LLC for \$4.3 million.



POINT B
Heather Personne

Roosevelt Row is on the north end of downtown Phoenix. It has sprouted as a popular place for artists and hipsters and has also drawn interest from infill and adaptive reuse developers as well as apartment developers.

"The opportunity to contribute to the continued evolution of the Roosevelt Row neighborhood is exciting for us," said Personne, [Point B Property Development](#) principal. "We're known for our work with creative office spaces in dense urban markets, and we're glad to bring Phoenix the same unique mix of development and real estate solutions as we have to other cities around the country."

Cushman & Wakefield's [Mark Stratz](#) and [Scott Baumgarten](#) are handling the leasing.

"Point B's new properties are located in the downtown Phoenix vibrant Roosevelt Row District," said Cushman and Wakefield's [Mark Stratz](#). "They offer tenants turn-of-the-century architecture, light rail access and a robust collection of local restaurant options at their doorstep."

Point B also worked with Free Arts for Abused Children of Arizona for their new Phoenix headquarters.

Seattle-based Point B and its Arizona-based real estate development team are also looking for other investment opportunities.

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