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Roosevelt Row building to become creative offices

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An historic red brick building on Roosevelt Row in downtown Phoenix will get new life as creative office space.

Point B Inc. is renovating the Hardware Store, which was first built as a “castle hall” for the Knights of Pythias and dedicated in 1928. The building at 829 N. First Ave., contains about 15,000 square feet of space on two levels with 6,000 square-foot floor plates, plus an upper mezzanine level and basement.

“Point B has created a space that marries the history of the neighborhood’s past with the vibrant arts scene of today into a place any business would want to call home,” said Dan Klocke, executive director of the Downtown Phoenix Partnership, in a statement. “This is the type of atmosphere we strive to build every day in Downtown Phoenix.”

Heather Personne, principal at Point B, said the renovations should be finished by the end of January and ready for tenant improvements. The building will best suit one or two tenants, she said.

The building’s quirky features, such as the mezzanine and basement that previously were used for storage, could make cool break room spaces for employees in the renovated space, Personne said.

The building is historic, so there will be no changes to the outside. The inside will have polished concrete floors, exposed brick and natural light.

The Hardware Store is next door to another adaptive reuse project Point B completed in October which consisted of updated former townhouses at 815 N. First Ave. into individual creative office suites.

Point B moved its Phoenix office into one suite, Personne said. The company also renovated courtyard in the center of the property. Three of the suites are leased, but two are still available for tenants. Mark Stratz and Scott Baumgarten of Transwestern are handling leasing for the projects.

The company worked with Free Arts for Abused Children of Arizona and the Phoenix Center for the Arts to paint a mural on the north side of the townhouse development.