

For Immediate Release:

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**SALES TO BEGIN SOON AT *The Avenue Lofts* IN THE HISTORIC  
MEIER & FRANK WAREHOUSE IN THE PEARL**

Portland, Or. Robert Ball, a Portland real estate investor specializing in preserving and converting historic buildings into classic living spaces, announced today that sales will begin October 19th at the historic Meier & Frank warehouse building. Ball recently named the project, *The Avenue Lofts*.

The historic warehouse located on the edge of the Pearl District will be converted into 170 classic lofts. The building, built in 1923, covers the block between Northwest Irving, Northwest Hoyt Street and Northwest 14th and 15th Avenues.

“Like the Marshall Wells Lofts we just finished, *The Avenue Lofts* will give buyers a unique opportunity to live in a historic landmark listed on the National Register of Historic Places, and every purchaser will get an historic tax freeze,” said Ball. “The yearly sales in the Meier & Frank Warehouse have a legendary place in Portland’s history. *The Avenue Lofts* will become legendary themselves with its architectural style. Some of our lofts will have 18-foot tall windows and 26-foot tall ceilings. *The Avenue Lofts* are truly remarkable - something that has never been seen in Portland before,” Ball added.

“We’ve carefully combined the pure architectural statement of this historic warehouse building with exquisite modern materials to create a stunning residential community. The rehabilitation of both Marshall-Wells and *The Avenue Lofts* is a very important addition to Portland’s livability. It is the jewel in the crown of the Pearl District,” Ball said. “The Meier & Frank Warehouse was a place where many Oregonians and Southwest Washingtonians have fond memories of many exciting shopping experiences. I remember going to Meier & Frank warehouse sales many times with my mom when I was young,” he added.

The most substantial change to the structure will be a 5,500 square-foot atrium cut in the center of the building from the roof to the third floor. The atrium will provide ventilation and light for lofts located on each floor of the building’s interior. Also included will be eight townhouses and 17 two-story penthouses. There will be 186 secure, covered parking spaces. Prices start at \$148,000.

Howard S. Wright Construction is the general contractor. Sera Architects are the interior designers and architects for the project.

Pearl Real Estate, led by principal broker Judi Bost, will market the project located at 1001 NW 14<sup>th</sup> Avenue.

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