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PORTLAND BUSINESS JOURNAL

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Pearl District developer puts forth a new spin

Portland Business Journal - October 5, 2001 by [Heidi J. Stout](#) Business Journal Staff Writer

Like so many other Pearl District developers, Gerding/Edlen Development Co. has lofty aspirations for the neighborhood's housing.

But while others tear up dusty warehouses for conversion into condominiums, Gerding/Edlen is starting from scratch.

The development company got the ball rolling Sept. 13, by meeting with Portland city staff to begin the land-use review process for a proposed condominium tower.

Condos are proposed for the south half of the city block located between Northwest 10th and 11th avenues, between West Burnside and Couch streets.

That block is known as block three of the five Brewery Blocks, a massive redevelopment project that includes housing, offices, retail and a multiblock underground parking structure.

"We wanted it industrial-strength, but quaint," Gerding/Edlen principal Mark Edlen said of the project. The architecture blends old brick facades with sleek new steel skeletons, and it strives to welcome pedestrians, cars, bicycles and streetcar riders alike.

The overall project will also preserve historic brick buildings built for Henry Weinhard's brewery in 1906 and 1907, and the 112-year-old Oregon National Guard Armory building, adjacent to the condo tower.

Although the Armory was initially planned to be one of the first buildings in the Brewery Blocks to open, prospective tenant Recreational Equipment Inc. (REI) backed out and renovations were put on the back burner.

The 11-story condo tower includes 148 units, first-floor retail space and three floors of parking with about 160 spaces. Its most visible feature is three massive solar panels on the southern half of its roof, facing Powell's City of Books.

Although plans for blocks one and two of the former brewery are solid--a grocery store moves into block one next March and block two is expected to be complete in June 2002--plans for the other blocks are more fluid.

Gerding/Edlen's senior project manager Kelly Saito expects the condo tower to be finished about summer 2003, with the adjacent block four, a multilevel class A office tower, finished in March 2003.

Block five is still a mystery--it has been sketched out as a possible park, a multi-use retail space
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