



Hennebery Eddy Architects

# THE ALDERWAY BUILDING

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# THE ALDERWAY BUILDING HISTORY

## THE PANTAGES THEATER

The Alderway Building was first known as the Pantages Theater and was commissioned by Greek impresario Alexander Pantages in 1911. The five-story building was constructed on the site of a former, smaller theater. It served as a 1,400-seat venue for vaudeville entertainment, a style of entertainment that was popular at that time.



## A NOTABLE REMODEL

Fred G. Meyer, who had begun his chain of grocery stores in Portland in the early 1920s, assumed the Alderway Building's lease in 1928. He called upon Portland-based architecture firm Claussen & Claussen to remodel it.

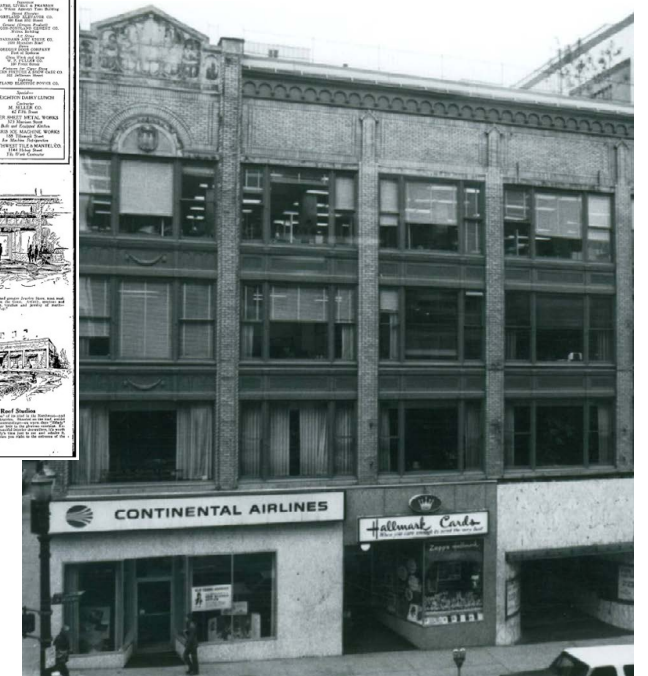
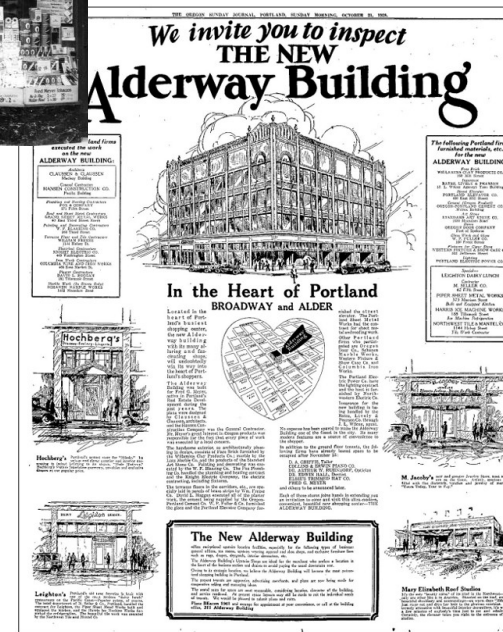
The Chicago-born brothers kept the building's steel framework and created three floors of office space and ground-floor retail spaces. They designed the façade in the Chicago School-style with terra cotta brick, large, grid-style windows, and an ornamental "peak."

Fred Meyer Toiletries and Remedies, M. Jacoby Jewelry Store, and Leighton restaurant were some of the building's first retail tenants.

## THE ALDERWAY TODAY

Since its initial renovation, the Alderway Building has undergone a variety of remodels, including significant storefront redesigns in 1985 and full-floor remodels between 1999 and 2013.

In 2022, Melvin Mark Investors acquired the 46,000-square-foot building and has since remodeled the lobby. It plans to partner with architecture firm Hennebery Eddy to redevelop the ground-floor retail spaces in the future.

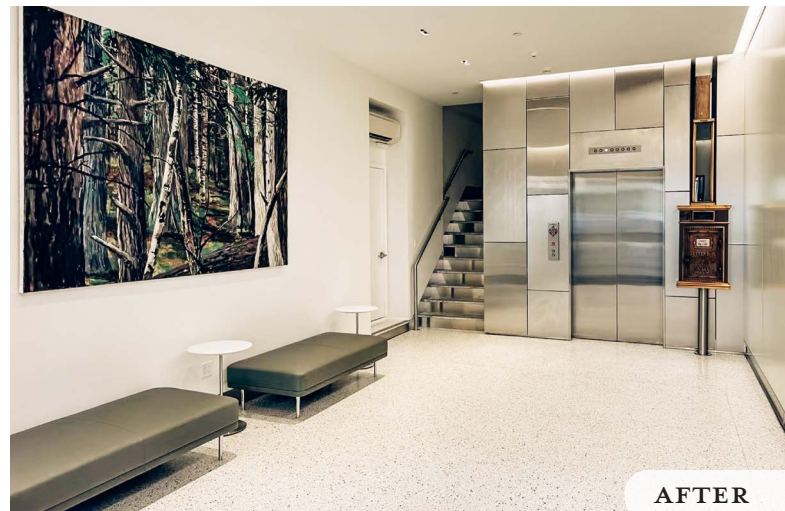
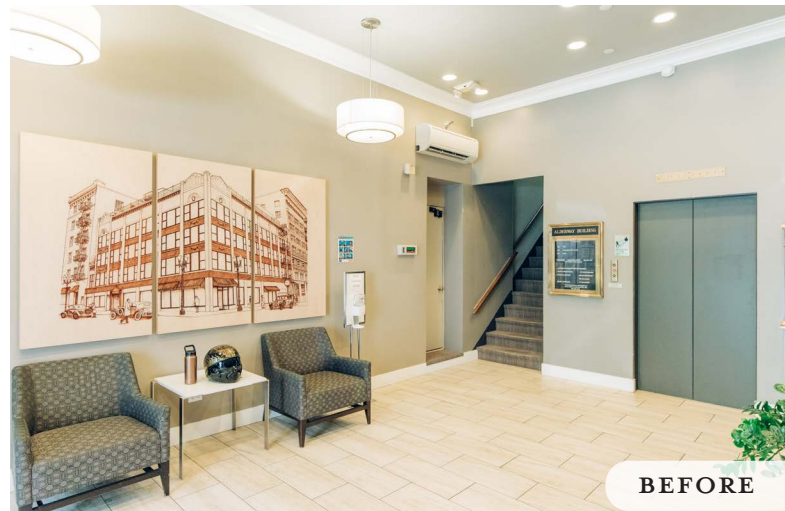




# DESIGN UPDATES, PLANS, AND POSSIBILITIES

## UPDATED LOBBY ENTRANCE

Melvin Mark Investors recently updated the Alderway Building's main lobby entrance with new cosmetic finishes, new flooring, new lighting, new artwork, and a new tenant directory.



PARTNER:



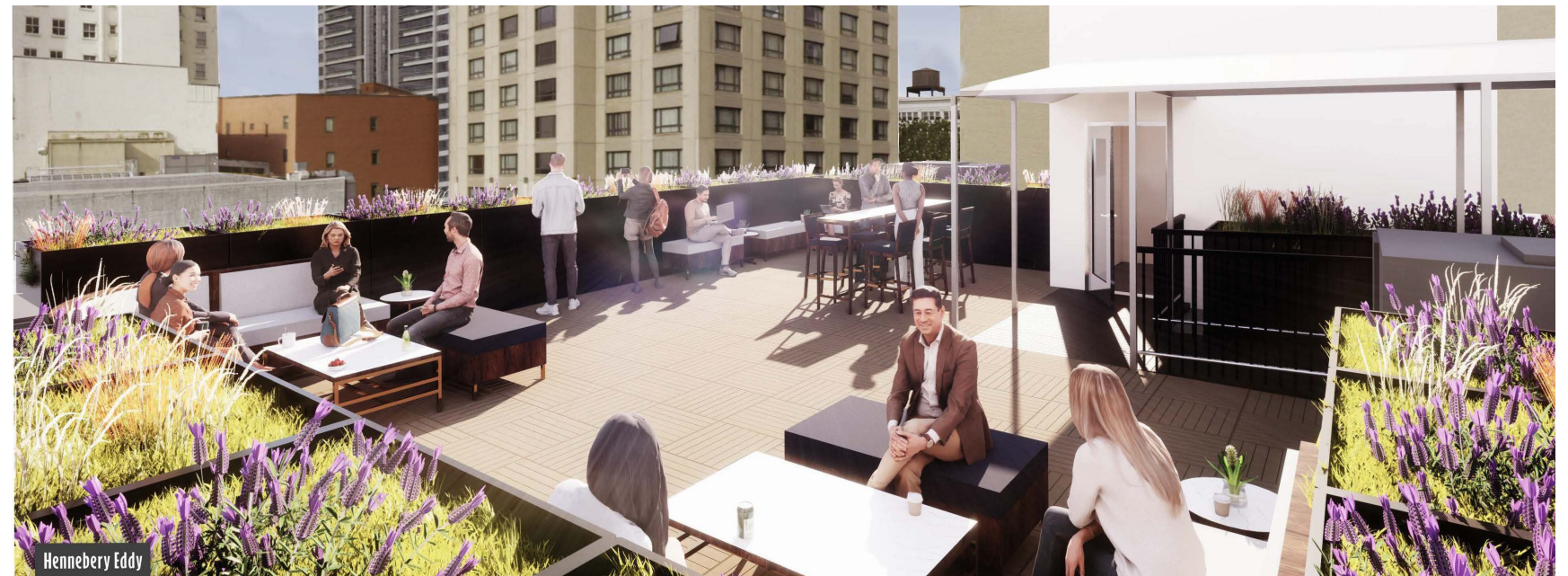
## REDEVELOPED GROUND-FLOOR RETAIL

Melvin Mark Investors plans to work with Hennebery Eddy Architects to redevelop Alderway's ground-floor level of retail. Design plans include redesigning and replacing the existing storefront glazing, signs, and awnings.



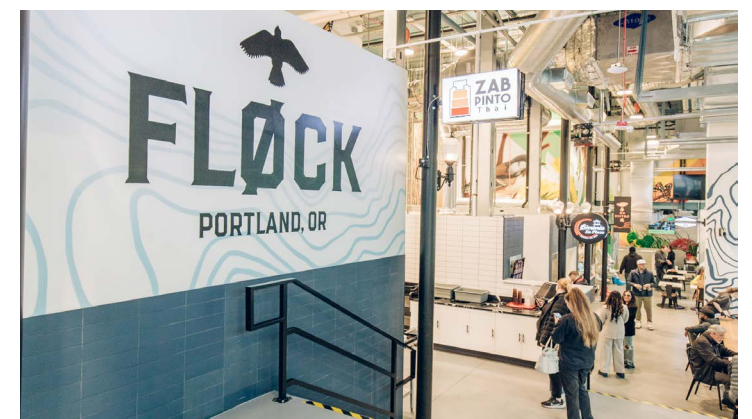
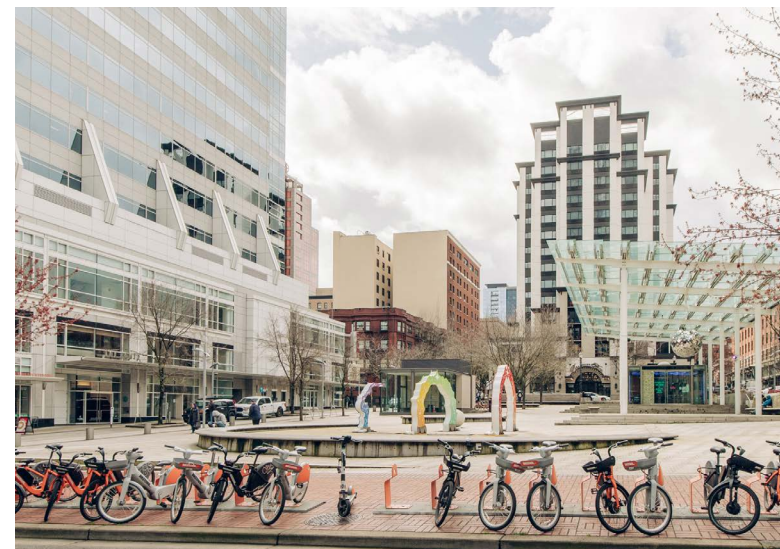
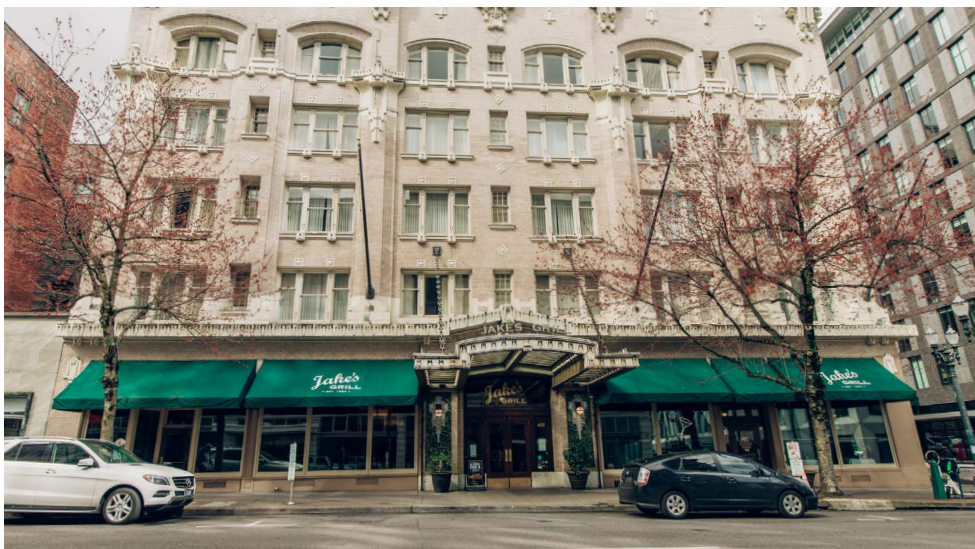
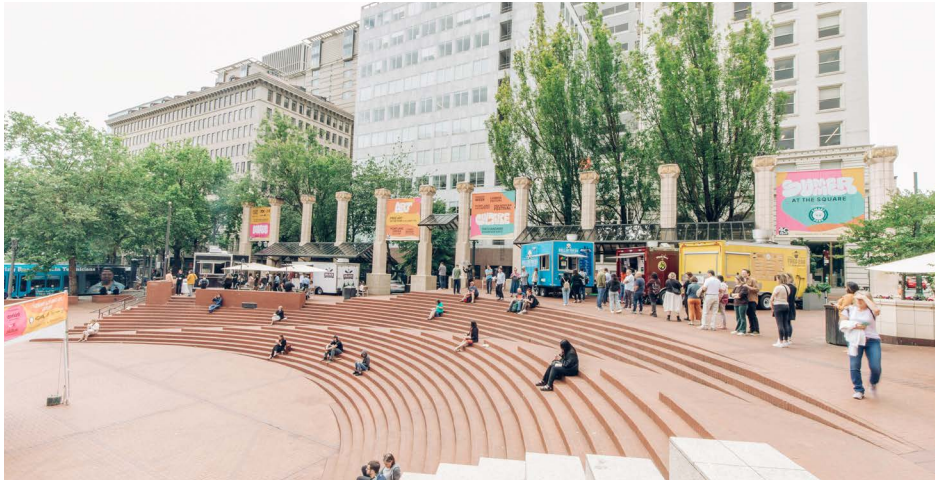
## ROOFTOP TERRACE OPTION

Alderway offers the unique opportunity to create a rooftop terrace that can connect to the building's 2,600-square-foot penthouse space on the top floor.





# MIDTOWN NEIGHBORHOOD

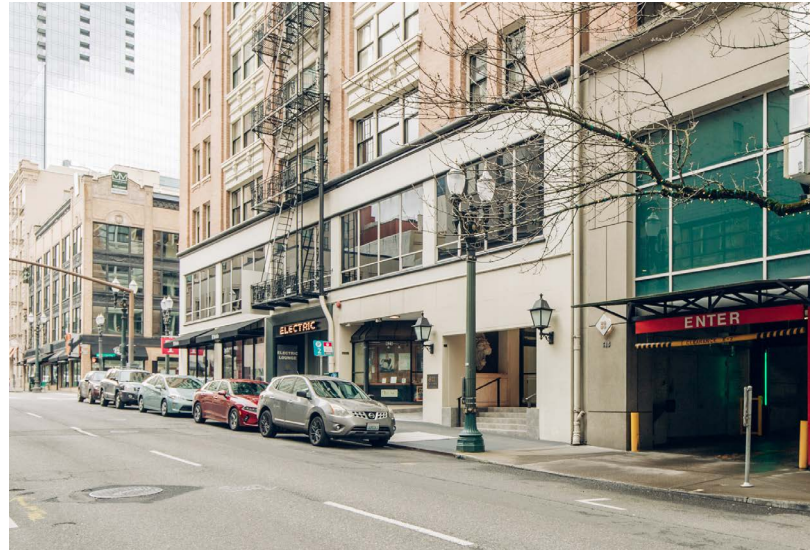




# PARKING OPTIONS

## ALDER ST GARAGE

- 400 spaces
- Open 24/7
- 24-hour video surveillance
- Updated pay stations, paint, and elevator lobbies



## UNION BANK

- 339 spaces | Open 24/7
- 24-hour video surveillance & security guard on site
- Designated electric car charging stations
- Secure vehicle and pedestrian entry gate



## CENTRAL PLAZA

- 542 spaces
- Open 24/7
- 24-hour video surveillance and security guard on site
- Designated electric car charging stations



## PARKING NW

- 325 spaces
- Open M-F 6:30am-12am, Sat-Sun 8am-12am
- 24-hour video surveillance
- Designated electric car charging stations



## FOX TOWER

- 462 spaces
- Open M-F 5am-12am, Sat-Sun 7:30am-2am
- 24-hour video surveillance and security guard on site
- Designated electric car charging stations



## SMART PARK

- 700 spaces
- Open 24/7
- Security guard on site
- Carshare parking
- Designated electric car charging stations





# JAMES BEARD MARKET

Inspired by Portland-born chef James Beard, the highly anticipated James Beard Public Market will give customers the opportunity to enjoy Portland's food culture in a one-of-a-kind indoor/outdoor setting.

The market is projected to open in 2025 and will be located in the heart of Downtown in the historic Selling Building and adjacent Ungar Building, just one block from Pioneer Courthouse Square.

It intends to be a market for all, inviting customers of "all income levels, from every ethnic group, and from every part of the region" to a unique culinary experience.

## MARKET VENDOR OFFERINGS

- Local dairy products
- Artisan cheese
- Meats and game
- Beer, wine, and distilled spirits
- Fresh produce
- Local fish
- Coffee
- Fresh flowers
- Herbs





# PIONEER COURTHOUSE SQUARE

Nicknamed “Portland’s Living Room,” Pioneer Courthouse Square was constructed in 1984 as a place for people to gather and enjoy the “diversity, creativity, and generosity for which the city is known.” As a central TriMet location, it also serves as a hub for exploring Downtown.

The public space is a favorite amongst locals and visitors. In addition to the local food carts and coffee on site, it is home to more than 300 events including concerts, celebrations, cultural activities, festivals, art exhibits, and more every year.





# FLOCK FOOD HALL



A combination of “food” and “block,” Flock is a recently launched food hall located on the ground floor of Block 216, popularly known as the home of the new Ritz-Carlton.

The hall pays homage to the popular food carts which once lined the block where the tower stands. It features locally owned eateries specializing in cuisine styles from all over the world, as well as a tap house, a French-Asian bakery, and a branded winery.

Flock aims to be a community gathering place while highlighting a variety of cultures. It also hosts a monthly rotating dinner service and plans to host events and pop-ups to further activate the space.

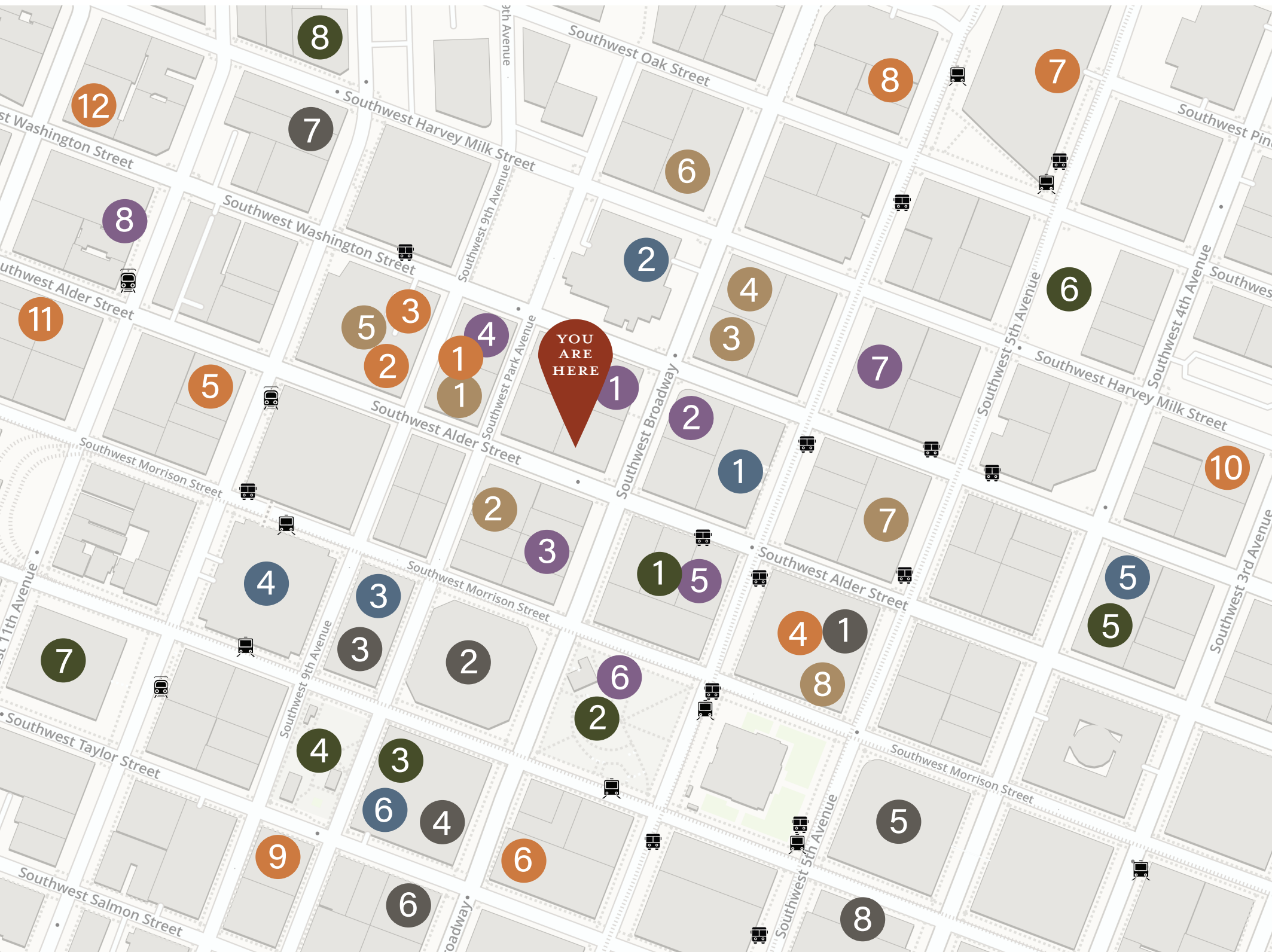
## ABOUT BLOCK 216

The 35-story tower at Block 216 opened in 2024 and is Portland’s 4th tallest building. It is home to five floors of office space, 10,000 square feet of retail space, 132 luxury condominiums, and the Pacific Northwest’s first and only Ritz-Carlton hotel.





# NEARBY AMENITIES



## ATTRACTIONS

- |                             |                                   |
|-----------------------------|-----------------------------------|
| 1 James Beard Public Market | 5 FATHOM                          |
| 2 Pioneer Courthouse Square | 6 Midtown Beer Garden             |
| 3 Regal Cinemas             | 7 Multnomah County Public Library |
| 4 Director Park             | 8 Living Room Theaters            |

## PARKING

- |                         |                          |
|-------------------------|--------------------------|
| 1 Alder Street Garage   | 4 Smart Park             |
| 2 Union Bank Building   | 5 Central Plaza          |
| 3 Parking NW (Park Ave) | 6 Parking NW (Fox Tower) |

## HOTELS

- |                         |                          |
|-------------------------|--------------------------|
| 1 Woodlark Hotel        | 5 The Ritz-Carlton Hotel |
| 2 Dossier Hotel         | 6 The Benson             |
| 3 Kimpton Hotel Vintage | 7 The Royal Sonesta      |
| 4 Hotel Lucia           | 8 The Nines              |

## COFFEE/CAFÉS

- |                     |                       |
|---------------------|-----------------------|
| 1 St. Honoré Bakery | 5 Spella Caffè        |
| 2 Java Man Coffee   | 6 Starbucks           |
| 3 Capital One Café  | 7 40 LBS Coffee & Bar |
| 4 Roseline Coffee   | 8 Stumptown           |



## RESTAURANTS

- |                           |                              |
|---------------------------|------------------------------|
| 1 Bullard Tavern          | 7 Portland City Grill        |
| 2 The Flock               | 8 Grits N' Gravy             |
| 3 Bellpine                | 9 Taylor Street Tavern       |
| 4 Urban Farmer            | 10 Huber's Café              |
| 5 Jake's Grill            | 11 Multnomah Whiskey Library |
| 6 Ruth's Chris Steakhouse | 12 Cheryl's on 12th          |

## SHOPPING

- |             |                       |
|-------------|-----------------------|
| 1 MUJI      | 5 Pioneer Place       |
| 2 Nordstrom | 6 Columbia Sportswear |
| 3 Pendleton | 7 Portland Gear       |
| 4 Mario's   | 8 Apple               |

## TRANSIT

- |  |   |
|--|---|
|  Bus Station                |  MAX Station |
|  Portland Streetcar Station |   |



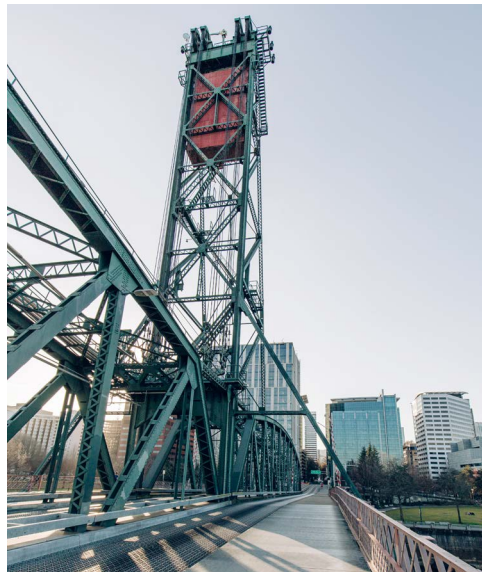
# MELVIN MARK COMPANIES

Founded in 1945, **Melvin Mark Companies** has always been deeply rooted in integrity and committed to supporting the city and community of Portland.

We offer an umbrella of commercial real estate services via three integrated companies: Melvin Mark Brokerage Company, Melvin Mark Investors, and Melvin Mark Capital Group.

Our history as a commercial real estate owner and manager provides us with a rich understanding of the area and the community. We believe relationships are the most important part of our success and we focus on building long-term connections with our clients, partners, tenants, and employees.

With 3.8+ million square feet of commercial space in the Portland metro area, we invest in, broker, operate, and finance meaningful commercial real estate projects with the intention of improving our region.



## MELVIN MARK BROKERAGE COMPANY



Dwight Knapp  
EVP of Finance



Kelley Knorr  
EVP of Operations



Peter Andrews  
COO & EVP  
of Brokerage



Jim Mark  
CEO

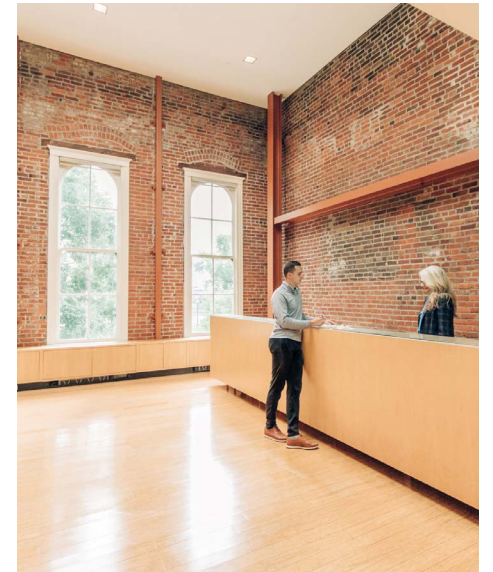


Nick Ehlen  
Managing Partner



Scott Andrews  
Principal Broker  
& Partner

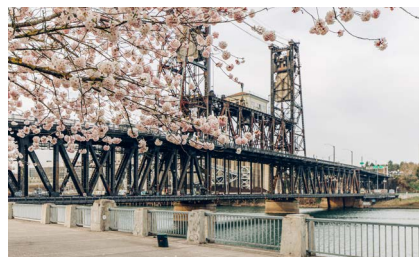
## MELVIN MARK INVESTORS



**Melvin Mark Brokerage Company** was founded in 1981 and grew out of Melvin Mark's success as an owner and manager of real estate properties.

After years of earning a reputation for excellence, businesses and investors began turning to us for guidance. We quickly became a 'trusted advisor' and as a result, launched our own brokerage services with the goal of bettering the way Portland buys, sells, and manages real estate.

Since then, our team has forged many relationships with satisfied clients and has been involved in the success of many of our region's most prominent properties.



**Melvin Mark Investors** acquires stabilized and value-add assets, with an emphasis on under-performing assets and in some cases, redevelopment opportunities. We target superior risk-adjusted returns and capital appreciation, and typically project long-term hold periods.

From our inception, we have individually capitalized our deals, allowing us to match the right partner with the right investment.

Additionally, our principals invest their own capital in each of our projects. We value the deep connections we build, helping us continually cultivate market knowledge and create shared success.