

# EXCLUSIVE: Warehouse District building could become entertainment spot after sale

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A 1940's building in Phoenix's Warehouse District has sold for \$3.9 million.

Local developer [Chuckie Duff](#), who is known for several adaptive reuse projects in Phoenix, closed the sale of the building at 20 W. Jackson St. on Aug. 16 through his Phoenix-based, family-owned company [Equus Capital](#).



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“We like the building. We like the area,” Duff said Wednesday in an exclusive interview with the Phoenix Business Journal. “The buildout they did was really great. We’re just exploring our options as to what we’re going to do with the building.”

The two-story, 21,000-square-foot building, which was renovated in 1999 for marketing firm Moses Anshell, could remain creative office spaces or be turned into retail/entertainment options, Duff said.

“We’re probably about six to 12 months out before we decide,” said Duff, director of [Equus](#) Capital. “We need to run the due diligence on the different options to see what’s feasible.”

Duff’s company owns the buildings that house Cobra Arcade, Gracie’s Tax Bar, Gallo Blanco, Palabra and a number of other restaurants and retail in the Phoenix area.

This is the first building [Equus](#) has bought in the Warehouse District, and Duff said his firm liked the close proximity to downtown, the great employment nearby and the fact that this is one of the few buildings left to buy in the area.

“When we started looking for a building of this size and scope this is really one of our only options,” he said. “We’re looking at possible retail and entertainment options that might work being a block or two away from the arena and downtown.”

The downtown Phoenix area has been undergoing a development renaissance in recent years including a number of new businesses, restaurants and apartments opening in the area. That growth also has lured many companies, particularly tech firms, to the area in the past few years.

[Jos Anshell](#), the former CEO of Moses Anshell, [bought the dilapidated building](#) for \$1 million in 1999. While it sat unused for years, he saw promise in the former train depot and plumber supply building.

The building was gutted with \$2.5 million in renovations to open up the space inside, bring it to modern times with new plumbing and electrical, and add an indoor basketball court for fun and exercise.

After more than 15 years of use from the 75-employee marketing company, Anshell decided to sell the building after he sold his share of the company in 2012 and the creative boutique, which became Moses Inc., downsized and moved last year.

Anshell said he thinks some of the uses Duff has talked to him about are “really exciting.”

“What he’s going to do is to take that legacy that we did and improve on it,” said Anshell, who is now CEO of Marketing Forensics. “He (Duff) loves the warehouse look, the authentic feel, and wants to turn that into something that’s really great for the future. He’s got some real vision, and his history shows he does really cool stuff.”

Anshell leased the space in June 2016 to Ward Design graphic design firm, and Impress Labs marketing creative agency, which is now Kiterocket after merging with Seattle's Duo PR.

Both companies have since moved out and the building is now vacant, Duff said.

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