



Investment in The River District is Attracting Business

SACRAMENTO, Calif. – April 24, 2013 – In 2009, Andrew Peszynski, president of Davison Ironworks, purchased a 42,000 square foot industrial building on North 10th Street in The River District. After two years without a tenant and against all prevailing logic in the midst of the worst economy he had ever encountered, he decided to invest in the older structure.

He took the roof off the building, added 4 feet of glass windows to the existing perimeter walls, reinforced the building with steel beams, added a new roof, put a new front on the exterior, landscaped, re-paved the parking lot, and surrounded the building and property with an electronic iron gate. His efforts transformed the property drawing attention from other business owners in The River District.

Two of the business owners who took notice were Lawrence and Susan Crane, owners of The Party Concierge whose 40,000 square foot building two blocks away was razed by a late night fire in August 2012.

Since then, the Cranes have operated out of a trailer and 8,000 square feet of rented space. In early June the Cranes will re-open The Party Concierge in Peszynski's 42,000 square foot building, less than a block and a half away from their former location.

The Cranes are excited to show off the new light-filled space, something their other space never offered. The Party Concierge uses all 42,000 square feet of space for the equipment, machinery, freezer, ice maker, and inventory necessary to build and store large scale props for some of Sacramento's largest events that fill venues like the Sacramento Convention Center, Sleep Train Arena and Cal Expo.

The Cranes purposely moved their business to The River District ten years ago.

"It is the perfect place for a business like ours," explained Lawrence Crane. "It's just outside the hub of downtown. We require office/warehouse space, loading dock, the ability to get our trucks in and out and to the venues we serve easily and quickly. We are 2 minutes from downtown, 5 minutes from Natomas, and Cal Expo."

The River District hosts dozens of businesses with similar needs. Sacramento Theatrical Lighting, restaurant and food truck enterprise Krush Burger, General Produce, numerous printers, and Blue Diamond Growers to name a few.

The area is beginning to attract owners like Peszynski who see a renaissance taking place in The River District.

"With all that is going on in The River District – the new Lottery headquarters building, light rail, a new 180-unit apartment project with supporting retail, restaurants, the widened artery roads, new Interstate 5 interchange, the connection to downtown on 7th Street and the pedestrian-friendly, extensively landscaped roads in Township 9, young people are going to flock to The River District," said Peszynski's senior vice president and chief operating officer Candy Holland.

"The momentum is definitely building," said Steve Goodwin, president of The River District. "Employers like the Lottery, the Highway Patrol, the City of Sacramento and the Sacramento Police Department have brought more than 1,500 new employees to The District. That is attracting new restaurants, support services, more investment and more businesses."

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[The River District](#), an 830-acre central city district, is quickly transitioning from a light-industrial, low-intensity commercial area into one of Sacramento's up and coming vibrant, mixed use, transit oriented communities. The century-old commercial area will combine an eclectic mix of residential, office and commercial land uses designed to take advantage of multi-modal transportation options, riverfront views and open space. www.riverdistrict.net, (916) 321-5599.

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