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TOP STORY

PROVIDING PURPOSE: Renovated downtown building aims to offer something for everyone

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Craig and Mariya Yadon, center, stand with two of their four children inside the Purpose Tea shop inside the recently renovated Purpose Building at 224 N. Main St. in Pocatello.

Shelbie Harris/Idaho State Journal

POCATELLO — Work has been completed on the massive renovation project to turn an iconic downtown Pocatello building that housed a furniture business for decades into a multi-use facility.

Craig Yadon and his wife Mariya have spent the better part of three years and invested a significant sum of money to transform the former Petersen's Furniture Building at 224 N. Main St. into the Purpose Building — complete with a two-story event center, two floors of premier office space and a luxury penthouse vacation rental.

“When you look at the stained glass windows on the third and fourth floors they have a ‘P’ for Petersen, so we had the letter ‘P’ to start with,” Yadon said. “The reason we chose Purpose is we want to do some good community events that really target our youth and show them that they have a purpose. We have a lot of issues in society with suicide and just all kinds of stuff, so I think people could stand to see that they were created for a purpose.”

Nestled in the front foyer of the building is Purpose Tea, the Yadons' spin on a classic coffeehouse that instead focuses on various styles of teas. Purpose Tea offers 10 different milk teas ranging from classic to jasmine to honey dew; seven different specialty teas such as Thai, Matcha and Horchata; nine different fruit teas; smoothies; drip coffee and assorted hot teas. Purpose Tea also offers two different styles of bobas, which are little chewy spheres typically made of tapioca starch.





The recently renovated Purpose Building at 224 N. Main St. in Pocatello.

Shelbie Harris/Idaho State Journal

The original Petersen's building was built in 1914 and was constructed of cream-colored brick. Originally owned by T.C. Martin, the building housed Petersen's Furniture from 1921 to the late 1990s and then Scott's Ski and Sports until 2010. Yadon acquired the building in 2019.

The first two floors of the Purpose Building will house an event center with about 6,000 square feet of usable space, Yadon said. The space was recently used to host the first annual Washington Day Dinner, which featured keynote speaker Idaho Republican Party Chairwoman Dorothy Moon. Yadon said he envisions the space being used for a multitude of events, including civic group meetings, weddings, anniversaries, business parties and uplifting youth events.

Yadon said he recently hosted a ballroom dance instruction class and will soon have members from the Idaho State-Civic Symphony perform during a First Friday Artwalk event.

The Purpose Building's third and fourth floors have open floor plans, each with about 5,000 square feet of usable space that Yadon plans to dedicate for premier office space. Anyone interested in touring the available space can contact Yadon directly through his business Yadon Properties at yadonprop@gmail.com or via phone at 208-681-6028.

The building's fifth floor, which provides a bird's-eye view of the restored neon Chief Theater sign on the other side of North Main Street, houses luxury vacation rental space. The floor is divided into two separate rentals, which Yadon said can be

reserved independently or together for larger gatherings.

The space on the west side of the fifth floor features two bedrooms, a full kitchen, a bathroom, a living room area and laundry room. The east side space is much larger, with six bedrooms and a large gaming area complete with both a billiards table and foosball table. The eastern space also has a children's playroom, a full kitchen with an island, bunk rooms for the grandchildren and a cozy fireplace.

Yadon installed two stairwells that provide access to every floor of the building — one on the west end and another on the east end. Some of the building's floor joists were removed during the construction of the stairwells and were ultimately repurposed as tables inside the vacation rental space.

Some of the pulleys from the former freight elevator were also affixed inside the vacation rental area.



The luxury vacation rental space situated on the fifth floor of the recently renovated Purpose Building at 224 N. Main St. in Pocatello.

Shelbie Harris/Idaho State Journal

Yadon said he insulated the roof above the rafters, which allowed him to leave the rafters exposed to add to the building's rustic, yet elegant look. Mariya took care of the furnishings and decorating on the first, second and fifth floors. Yadon said he has not quite determined how much the vacation space will cost to rent.

He added that the third and fourth floors will remain open and unfurnished to accommodate the plans of future tenants.

The Yadons are still waiting on tables and chairs to complete the furnishing of the event center space.

Yadon said he hopes to hold the grand opening for the building early next year.

Much of the building's original interior woodwork has been retained, including the spindle balusters on the original staircase and among the rails of the second floor looking out into the mezzanine, Yadon said. Also, the building's hardwood floors were restored "with lots of blood, sweat and tears," he added. In numerous locations throughout the building Yadon made sure to leave some of the original brickwork exposed to bolster the building's new modern-industrial look and feel.

Downtown Pocatello's Relight the Night organization will light the Purpose Building's neon sign at 6 p.m. on Nov. 4 in front of the Purpose Building. The frame of the sign is the original, which once read "Petersen" and then was changed to say "Scott's."

Yadon is excited to showcase the building to the community and he encourages people to stop for a beverage at Purpose Tea, which is open from 11 a.m. to 6 p.m. Monday through Saturday.

"I'm excited for the community as a whole to be able to access and enjoy this building," Yadon said. "To be able to give our diverse community access to cultural events and art, that's what I am really excited about."

Shelbie Harris