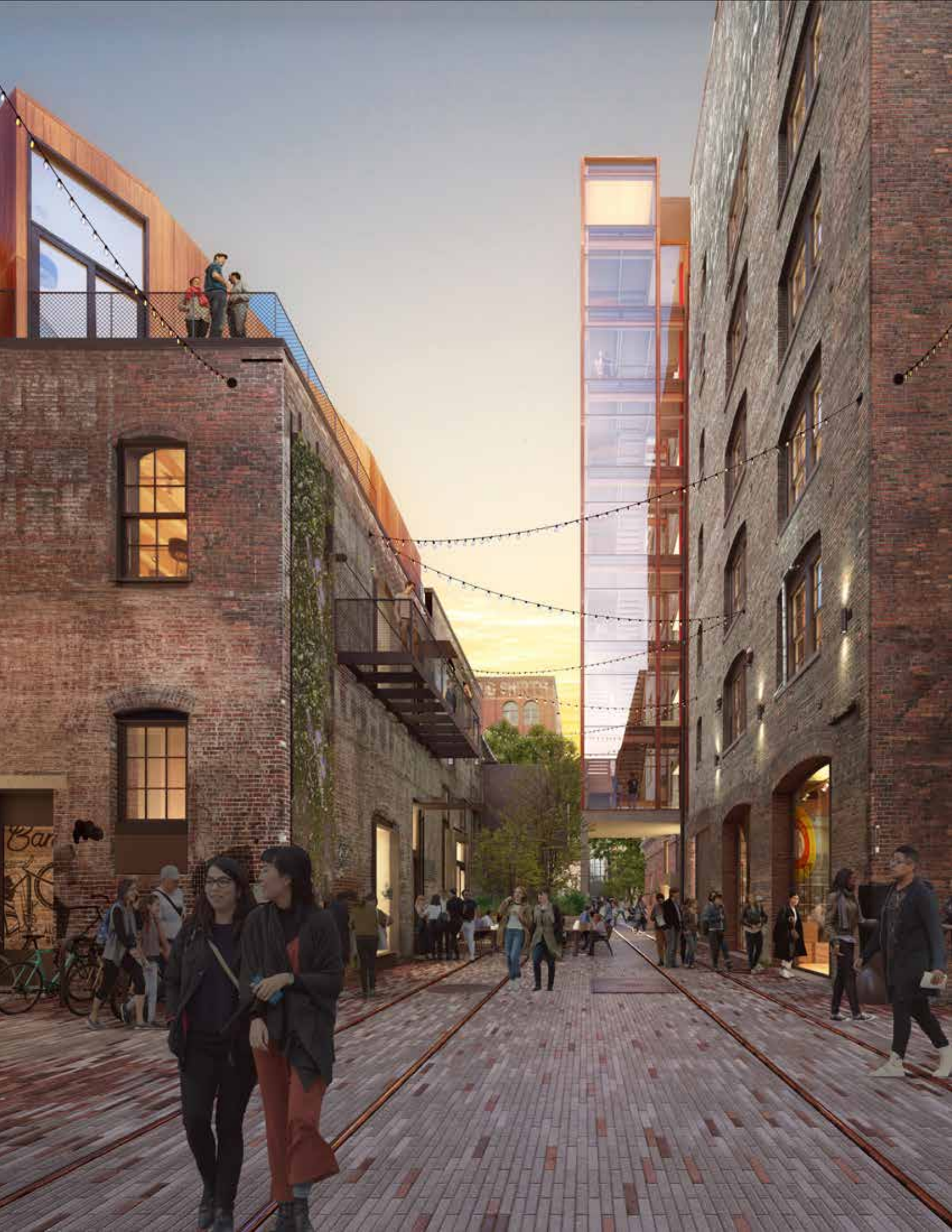




RAILSPUR
PIONEER SQUARE
2019





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HERE, WE HAVE **A UNIQUE OPPORTUNITY** TO TAKE
THREE HERITAGE BUILDINGS AND BRING THEM TOGETHER
UNDER A COMMON GOAL: TO CREATE A DENSE, VIBRANT
CENTER OF ACTIVITY **IN THE HEART OF SEATTLE.**





HUMBLE BEGINNINGS

The RailSpur district is defined by its history. Constructed of sturdy brick and timber to facilitate the movement of goods, the buildings – and the spaces between them – were an important connection between the western terminus of the Great Northern Railway and the bustling Port of Seattle. A private rail spur divided the block into north and south sections, which gives the block its unique alley configuration.





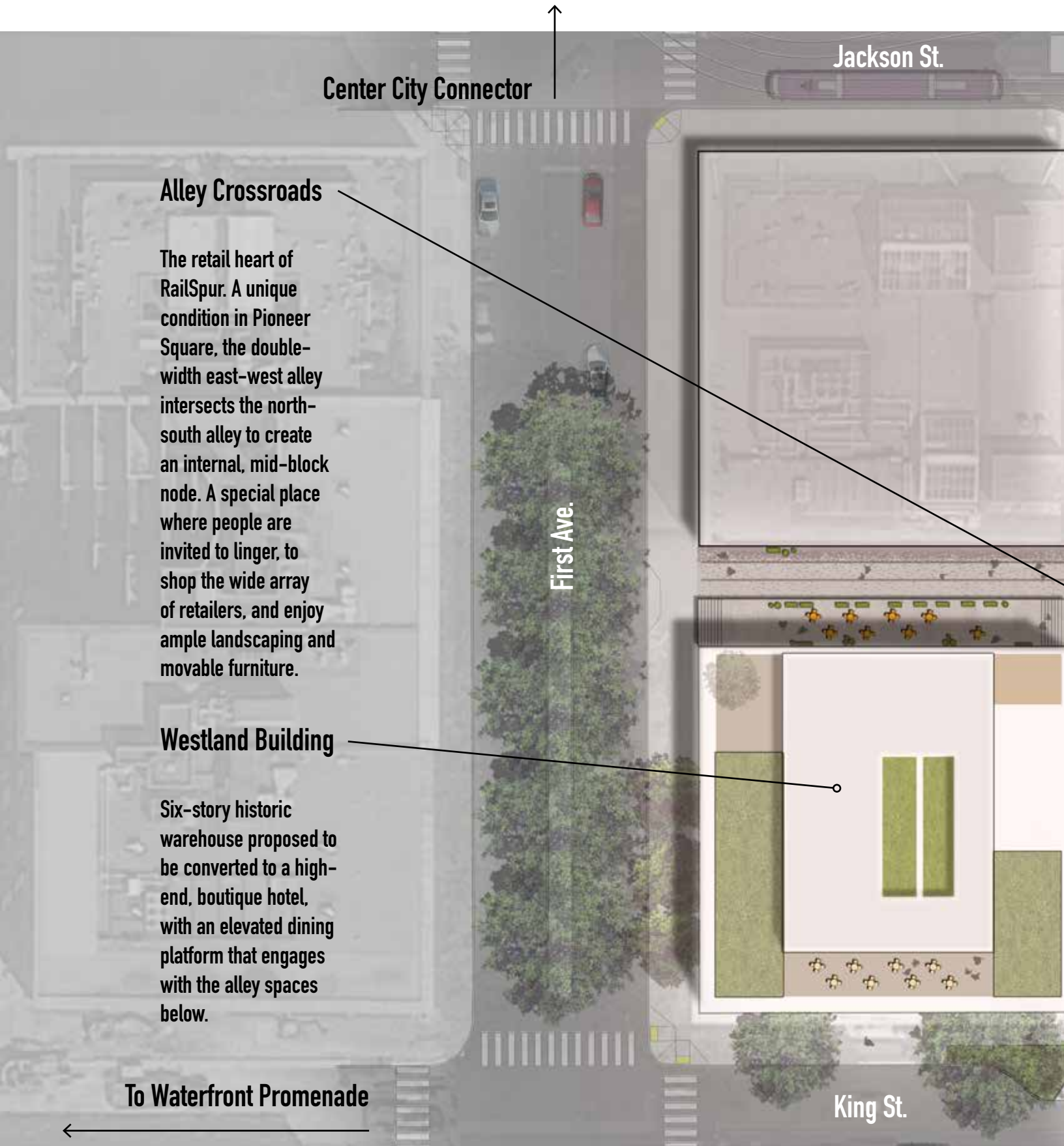




BRIGHT FUTURE

RailSpur is also defined by its future. Rather than goods, the district is now about the movement of people and ideas. History has been preserved and merged with state-of-the-art approaches to safety, longevity, and environmental stewardship.

Once-utilitarian alleys and passages have been re-programmed to facilitate connection and activity. Co-tenancies are curated to foster a true 18-hour district. Public art abounds. RailSpur is a unique urban environment that draws on its deep history to suggest a new, more collaborative model for urban micro districts.



Center City Connector

Jackson St.

Alley Crossroads

The retail heart of RailSpur. A unique condition in Pioneer Square, the double-width east-west alley intersects the north-south alley to create an internal, mid-block node. A special place where people are invited to linger, to shop the wide array of retailers, and enjoy ample landscaping and movable furniture.

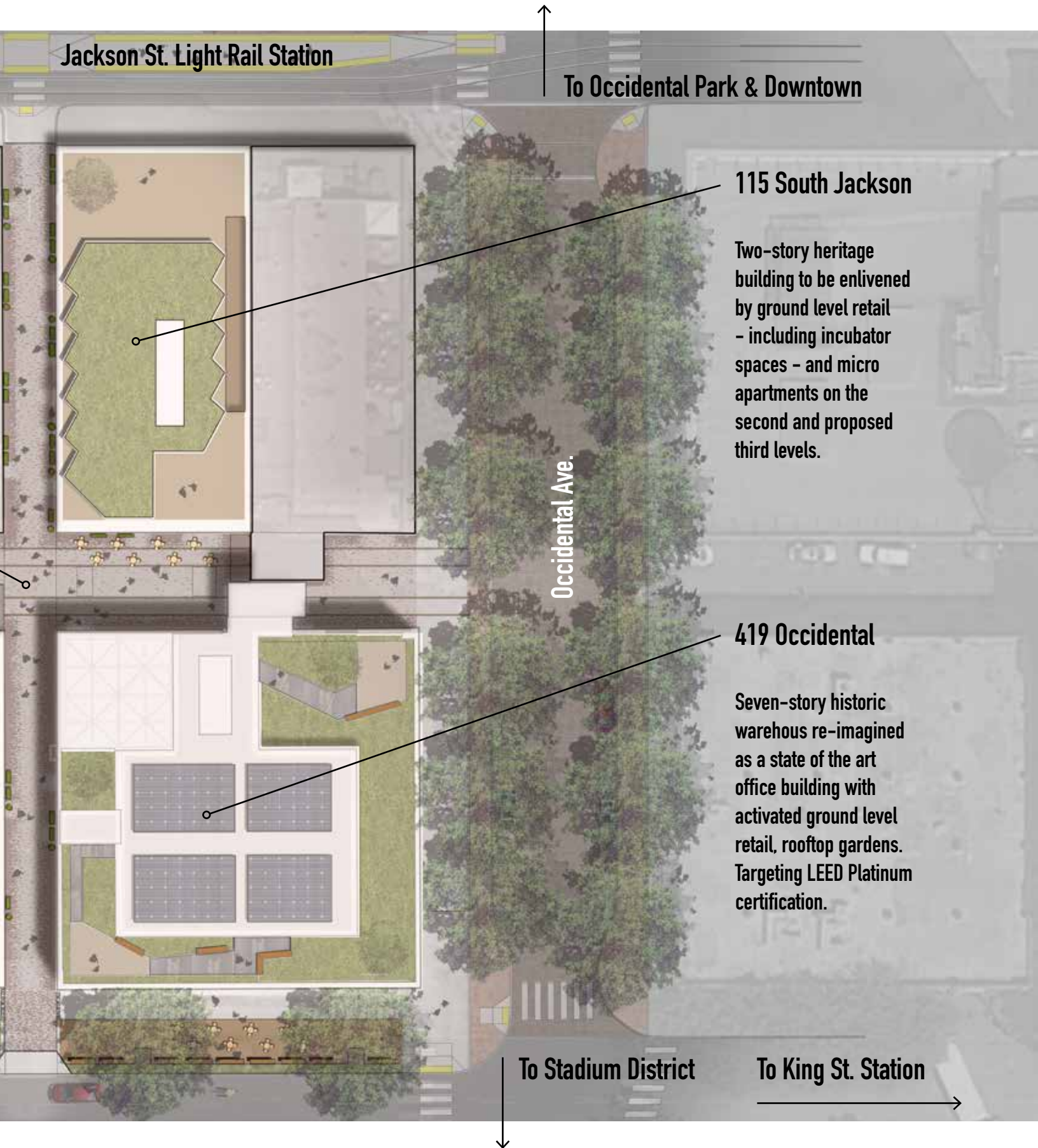
First Ave.

Westland Building

Six-story historic warehouse proposed to be converted to a high-end, boutique hotel, with an elevated dining platform that engages with the alley spaces below.

To Waterfront Promenade

King St.



Jackson St. Light Rail Station

To Occidental Park & Downtown

115 South Jackson

Two-story heritage building to be enlivened by ground level retail - including incubator spaces - and micro apartments on the second and proposed third levels.

Occidental Ave.

419 Occidental

Seven-story historic warehouse re-imagined as a state of the art office building with activated ground level retail, rooftop gardens. Targeting LEED Platinum certification.

To Stadium District

To King St. Station





CREATIVE PLACEMAKING

What makes a great place? Most people know one when they see it, but how many of us stop to think about why it's great?

In the ever-evolving world of retail, the concept of place has never been so important. Convenience items can be purchased online, but place – that sense that sense of being somewhere unique and special – is what drives people to visit shops, and to interact with staff and merchandise on a personal level. It gives a sense of community that is distinct from anywhere else.

At RailSpur, place is everything. From a carefully curated tenant mix, to lighting and landscape design, to events programming and wayfinding, every single aspect of the block has been carefully considered, so as to create a place that is unique and recognizable, and that compels visitors to stay a while, to explore and discover, and to fall in love with this special place.

CONNECTED COMMUTE

RailSpur sits at the heart of one of the most connected downtown areas in the country. Intense growth has forced City leaders to double down on mobility infrastructure, and that investment has turned Seattle into a global model for 21st Century urban infrastructure. From the impending demolition of the 1950's era viaduct that has separated the city from it's waterfront for nearly 70 years, to the construction of First Hill and Center City Connector streetcars, transformative projects are connecting the city like never before.

Nowhere is the impact of these improvements felt more strongly than at RailSpur. Located one block from the sprawling new Seattle Waterfront Promenade, and directly adjacent to a streetcar and commuter rail – as well as numerous protected bicycle routes – RailSpur is at the confluence of more majore mobility options than nearly anywhere else in the City.

Credit: City of Seattle Office of the Waterfront









DIVERSE RETAIL

Pioneer Square has become a genuine retail district, and RailSpur is at its heart. It is a dynamic district, filled with vibrant local galleries, chef-driven restaurants, and boutique shops, but the relatively limited range of available spaces has limited the diversity of offerings.

RailSpur is committed to changing this narrative. With spaces available from 250 square feet to over 5,000, RailSpur offers something to every tenant from established retailer to scrappy startup. This will draw a wider range of shoppers, and will permit a wider range of offerings – fitting into the Pioneer Square ecosystem.

INSPIRED BY HISTORY. DESIGNED FOR TODAY.

The Buildings & Spaces

Flexible demising options offer a variety of space configurations, creating multi-layered experience that caters to many different tenant types - retail, f&b, start-up, established, etc

Each tenant space has at least one alley or street frontage, some have multiple entry points. All have direct frontage to highly activated ground plane area

Fully-restored heritage buildings offer character of space with modern controls, lighting, digital infrastructure. 419 Occidental targeting LEED Platinum certification

Full seismic upgrades

The Neighborhood

Close proximity to high daytime population offices

Immediately adjacent to two of the largest residential buildings in Pioneer Square (~3,500 units within .25-mile walk)

One block from Seattle Waterfront Promenade (completion projected 2020), Football/Baseball stadiums, Occidental Park. 5-minute walk to center of CBD

One block from King Street Station (commuter rail). Streetcar stop along Jackson Street with crosswalk connection into RailSpur alley. Stop currently provides connection to International District/First Hill, but an expansion is underway that will connect to Pike Place Market along First Ave (completion due 2021)

Strong and growing pedestrian count - tremendous count on event days (+/- 300 days per year). Heavy traffic count on First Ave, vehicular access/visibility all four sides







BUILDING COMMUNITY

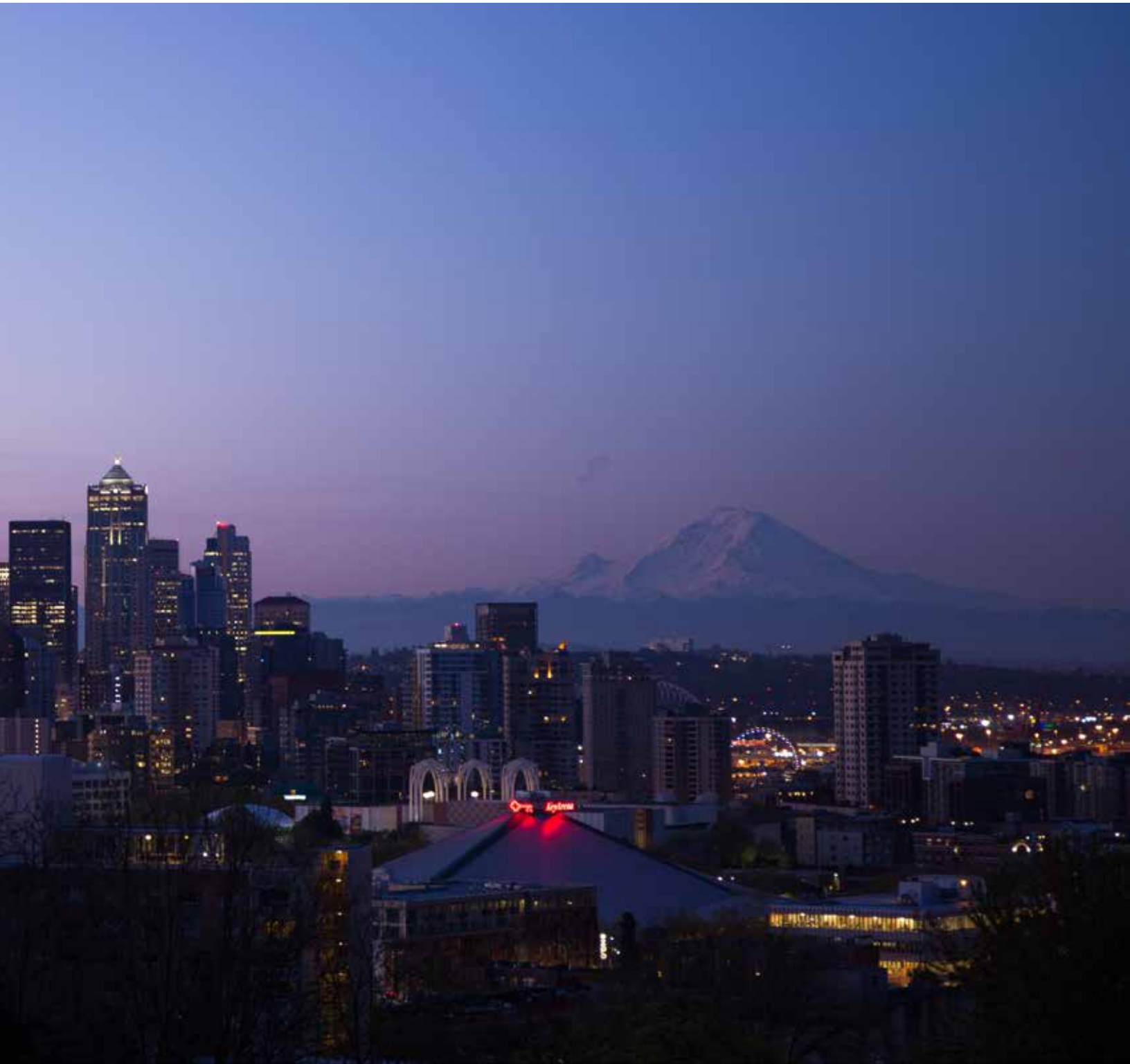
RailSpur's lobby is a place for community. Entered from the alley crossroads, it provides uninterrupted access to not only the office tenants above, but connections to the retailers at the ground level, and to the streets beyond. Perfect for that quick cup of coffee or business lunch, it is truly a mixing zone between tenants and the public. Natural materials and public artwork abound, surrounding visitors and tenants alike in a sophisticated interpretation of the Northwest Modern aesthetic.

SEATTLE, WA

Seattle's recent prosperity needs no introduction. The City's gleaming forest of high rises seems to multiply by the year. It is a hotbed for innovation, technology, and progressive urban thought. It has gone all-in on transit, including the ambitious, \$54 billion Sound Transit 3 project, a decade-long effort that will connect the entire Puget Sound region with a state-of-the-art rail transit system. It is removing its unsightly, unsafe freeway viaduct, and re-introducing itself to a two-mile stretch of what will be the most visually stunning waterfront of any major American city when completed in 2020.

But beyond the statistics and accolades and moon-shot projects, what continues to drive Seattle's explosive growth is the quality of life it offers its residents. People want to move here and to build lives here. Nestled among incomprehensible natural beauty, the City allows all the benefits of modern urban life with tangible connection to nature at all times. It is a city of art and culture, of food, of activity, and of activism. It is dense, full of life, and a melting point of diverse cultures and viewpoints. It is the epitome of the modern city.









PIONEER SQUARE

Pioneer Square is Seattle's first neighborhood. Largely forgotten by decades of exuberant urban expansion to the north, the neighborhood is now beginning to participate in the City's re-birth. Pioneer Square is not South Lake Union. It doesn't do glitz and polish. It is gritty and quirky. There are moments of discovery around every corner. It is dense and imperfect and all the more beautiful for it. The stairs of the heritage buildings creak under your feet, and those creaks are the memory of a city.

This character has made Pioneer Square a true destination. What began as an enclave of independent book shops and art galleries has flourished with local craftspeople, chefs, and entrepreneurs joining the community. Bolstered by a growing tech cluster and an influx of new residents, Pioneer Square has become a thriving 18-hour district.

26,000

People LIVE within a 20-minute walk of Pioneer Square

155,000

People WORK within a 20-minute walk of Pioneer Square

594,000

People live within Pioneer Square's primary trade area

62,000

Of these workers are employed in lucrative fields of Information Services, Finance, Insurance, Legal, Real Estate, or Technology.

\$105,962

Projected 2020 Median household income within trade area



35%

Increase in Downtown Hospitality, Recreation,
Food, Lodging Sales 2010-2015

47%

Increase in Downtown Retail Sales 2010-2015

\$2.2 Billion

Taxable Hospitality, Recreation, Food, Lodging
Sales - Downtown Seattle 2016

\$1.4 Billion

Taxable Retail Sales - Downtown Seattle 2016



DOWNTOWN JOB GROWTH 2010-2015
DOWNTOWN POPULATION GROWTH 2010-2015

THE TEAM

The RailSpur district is being redeveloped by Urban Villages. We're proud of our proven track record of success in historic neighborhood preservation and we consider transformative, adaptive reuse projects to be our specialty.

We redeveloped and currently manage the Sugar Block in the Lower Downtown neighborhood of Denver, Colorado. Our team has over 25 years of experience developing, building, and managing mixed-use projects.

Our mission is to build places that endure the test of time, inspire innovation, and connect communities.

LEASING INQUIRIES

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