


# GRAND CENTRAL BLOCK

HISTORIC OFFICE RENOVATION OR CONVERSION



EXECUTIVE SUMMARY

 **JLL** SEE A BRIGHTER WAY



# EXECUTIVE SUMMARY







# THE OFFERING

## RARE HISTORIC ACQUISITION OPPORTUNITY IN SEATTLE'S PIONEER SQUARE

**The Grand Central Block presents a landmark investment opportunity in Seattle's historic Pioneer Square district—offering 141,408 square feet of wholly unencumbered space with versatile repositioning potential. This irreplaceable asset comprises three adjacent historic buildings dating from 1889-1909, all currently vacant and primed for transformation by a visionary investor or developer.**

This distinctive property combines authentic Seattle heritage with exceptional adaptability, allowing investors to pursue either a historic office renovation or residential conversion strategy. The building's classic brick-and-beam construction, illuminating light wells, and efficient floorplates represent the quintessential Pioneer Square aesthetic that commands premium rents across both sectors.

The property's compelling acquisition basis combined with recent tax appeal win positions investors for extraordinary value creation. With existing architectural plans already in place, a new owner can immediately implement a strategic renovation while minimizing pre-development costs and accelerating the timeline to stabilization. Importantly, the project is eligible for significant tax incentives that further enhance its financial attractiveness. Local Seattle Historic Tax Credits offer additional financial advantages based on the difference between stabilized real estate taxes and the reduced tax basis from the program.

Ideally situated fronting Occidental Square—Pioneer Square's social hub—the Grand Central Block benefits directly from the district's remarkable post-pandemic renaissance, where pedestrian traffic now exceeds pre-pandemic levels by 30%. This renewed vibrancy signals strong fundamentals for both office and residential demand.

The 18,555 square feet of ground-floor retail space offers immediate activation potential, creating cash flow while upper-floor repositioning progresses. This street-level frontage on Occidental Square provides exceptional visibility in Seattle's most walkable and historically significant commercial district.

Beyond its intrinsic architectural value, the property offers substantial upside through potential penthouse additions atop the Grand Central and Buttnick buildings, creating premium spaces with water and city views. These distinctive elements would command significant rent premiums in either an office, hotel or residential configuration.

In addition to tax credits, the property benefits from Transfer of Development Rights (TDR), allowing for the potential sale of unused development capacity. The maximum transferable amount is capped at three times the lot area, potentially generating ~\$2 million in revenue at current market rates.

The Grand Central Block's investment thesis is further strengthened by the \$806 million Waterfront Redevelopment Project, which is transforming Seattle's harbor area just blocks away. Additional demand drivers include Lumen Field (hosting six FIFA World Cup matches in 2026), nearby cruise terminals, and excellent transit connectivity including King Street Station offering both light and heavy rail options.

As a 100% vacant asset unencumbered by leases, Grand Central Block offers investors complete flexibility to execute their vision without tenant constraints or relocation costs. This rare combination of historic character, prime location, flexible positioning strategy, and attractive basis creates an exceptional investment opportunity in one of Seattle's most dynamic neighborhoods.

# PROPERTY SUMMARY

**202, 206, AND 216 1ST AVE  
SOUTH, SEATTLE, WA 98104**

Address

**HISTORIC OFFICE WITH GROUND  
FLOOR RETAIL**

Property Type

**1909 / 1972 / 2002**

Year Built/Renovated

**4-5 STORIES**

Stories

**141,408 SF**

Square Footage

**26,640 SF**

Lot Area

**524780-0390, 524780-0385,  
AND 524780-0380**

Parcel #'s



**PIONEER SQUARE MIXED -100**

Zoning

**10' 11" ON GROUND FLOOR AND  
13' 11.5" - 18' 7.5" ABOVE**

Ceiling Heights

**PIONEER SQUARE  
PRESERVATION DISTRICT,  
PIONEER SQUARE - SKID ROAD  
NATIONAL HISTORIC DISTRICT,  
GRAND CENTRAL - NATIONAL  
REGISTER LISTED PROPERTY**

Historic Designation

**UNENCUMBERED BY LEASES**

Occupancy



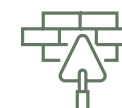
# INVESTMENT HIGHLIGHTS



Grand Central Block is an Iconic Historical Investment Opportunity and Epitome of Pioneer Square



Pioneer Square is the Ultimate Mixed – Use Destination in Seattle



Grand Central Block is Highly Suited for Conversion



Versatile Real Estate Allowing for a Multitude of Business Plans Including Historic Renovation for Value-add Office, Conversion to Multi Housing or Hotel



Pioneer Square is the Quintessential Creative Office Market



Potential to Participate in Historic Tax Credits and the City's South Downtown Historic Transfer of Development Potential ("TDP") program



Ideal Walkable Location in the Heart of Pioneer Square



Recent Investments in Pioneer Square Underscore Grand Central Block's Potential



Path to Activating the Retail



# GRAND CENTRAL BLOCK EMBODIES PIONEER SQUARE

Grand Central Block's unique, creative office design elements such as loft ceilings and brick and beam construction create a distinct identity that perfectly caters to the Pioneer Square neighborhood. This combination of iconic architectural features has enabled the Property to historically attract a wide variety of up-and-coming technology and service-related tenants, setting the foundation and precedent for it to outperform as Pioneer Square continues to make a resurgence within the greater Seattle CBD. Investors who are willing to act on the Property's timeless appeal and irreplaceable location will restore Grand Central Block to its iconic status.

**A new investor will be able to choose from multiple business plans including renovation of the Property as an office destination or convert the use to residential lofts or boutique hotel.**



POTENTIAL  
OUTDOOR TERRACES



LOFT CEILINGS



BRICK AND BEAM  
ARCHITECTURE



RETAIL ACTIVATION





# GRAND CENTRAL BLOCK STANDS OUT AS A DESIRABLE HISTORIC RENOVATION OPPORTUNITY IN THE HEART OF PIONEER SQUARE.

Offered at a compelling discount, this property uniquely combines exceptional value with historical character in an epic location. The Building's brick and beam architecture, lightwells, and small floorplates are ideally configured to attract Downtown Seattle's most active tenant segment, those seeking spaces under 10,000 SF. This alignment with market demand enhances the Property's leasing potential and long-term viability.

New investors can capitalize on design and feasibility work commissioned by current ownership with Clark Barnes Architects to take Grand Central into its next chapter. Preliminary assessments include: Connecting all three buildings and removal of interior partitions, relocation of existing stairs, new 3-cab elevator core to connect all floors, penthouse additions on Grand Central and Buttnick, and enhancements to buildings mechanical/electrical systems, plumbing, structure, and fire and life safety systems.

Strategically located in Pioneer Square, Grand Central Block benefits from its walkable access to King Street Station (Light Rail and Heavy Rail), Lumen Field, T-Mobile Arena, and Seattle's highest concentration of walkable retail. Its easy accessibility to the metro area's established single-family neighborhoods creates an unparalleled ecosystem, appealing to a diverse range of tenants.

In today's evolving office market, Grand Central Block offers a rare fusion of an iconic location, with adaptable space, nearby amenities, and attractive pricing. This combination positions the Property as an exceptional investment opportunity in Downtown Seattle's rebounding real estate landscape, primed for value creation and sustained growth.





# THIS IS THE MOST WALKABLE SUBMARKET IN SEATTLE

## PEDESTRIAN IMPROVEMENTS



- Pioneer Square and Waterfront are the most walkable areas in Seattle
- East-West Pedestrian Improvements project, which was completed Spring 2025, includes:
  - › Wider sidewalks, shorter crossings, enhanced landscaped buffers
  - › Creation of one-way streets, 9 new table crossings, 4 curbside street blocks, 13,400 sq ft new plantings
- Part of 20-acre linear waterfront park project connecting to Pioneer Square Habitat Beach, Waterfront Park, and Overlook Walk

## TRANSPORTATION OPTIONS



- Access to the most diverse transportation options in Seattle
- Public transit: Link Light Rail, Sound Transit Express Bus, King County Metro, Seattle Streetcar
- Pier 50 Ferry Terminal:
  - › Seattle to Bainbridge Island: 35 mins
  - › Seattle to Bremerton: 60 mins
- Cycling: Protected and unprotected bike lanes, ample bike parking
- Bike and scooter sharing services readily available



## DRIVE TIMES

Direct access to the I-5 and SR-99 Tunnel minimizes drive times.

**12min**  
Queen Anne

**9min**  
University of Washington

**16min**  
Bellevue

**3min**  
Seattle CBD

**11min**  
West Seattle



PIONEER SQUARE IS THE  
ULTIMATE MIXED-USE  
DESTINATION IN SEATTLE

8  
Restaurants  
Opened since 2024

6  
New Restaurants  
Opening in Next 6  
Months

55  
Restaurants within  
a 5-minute walk





# THE QUINTESSENTIAL CREATIVE OFFICE MARKET

**8M**

SF Inventory

**Brick & Beam**

Construction

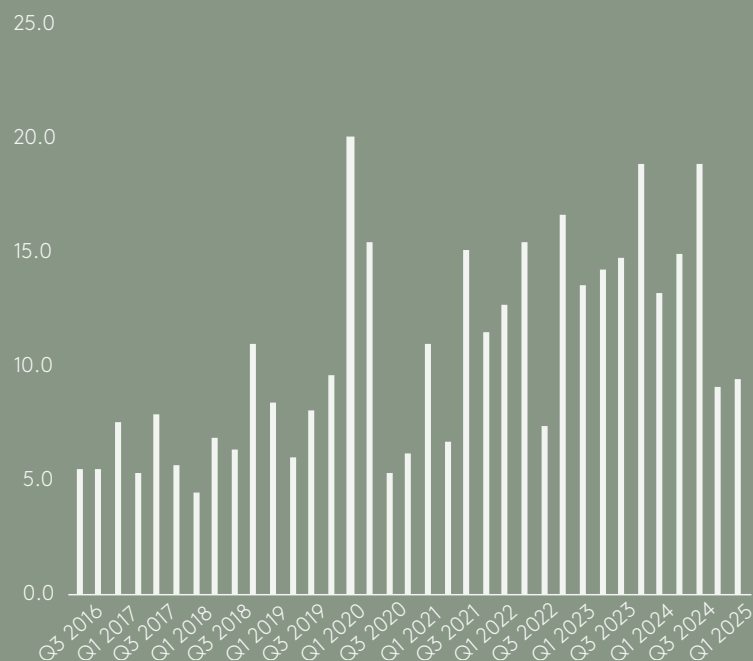
**91 Years Old**

Average age

**57%**

Renovated within last 10 years

AVERAGE # OF MONTHS FOR SPACE TO  
REMAIN VACANT DECLINED OVER 50% FROM  
Q1 2025 TO Q3 2025



PIONEER SQUARE RE-ESTABLISHING ITS ROOTS:



14,500 SF | 95 Jackson  
Sep-2025



6,372 SF | 411 First  
Feb-2025

LOGIC APP



13,219 SF | 605 Union  
Station | Nov-2024



2,164 SF | 505 First  
Apr-2024



1,057 SF | 411 First  
June-2024

gettyimages

12,451 SF | 605 Union  
Station | Jan-2024



5,251 SF | 411 First  
Nov-2023



4,164 SF | 1201  
Western | Oct-2025

MOMENTUM

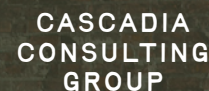
6,201 SF | 83 King  
May-2025



5,559 SF | Watermark  
Tower | Oct-2024



6,973 SF | 411 First  
Dec-2024



8,909 SF | Watermark  
Tower | Sept-2024



13,976 SF | Occidental  
Mall | May-2024



25,163 SF | 83 King |  
July-2025



2,191 SF | Colman  
Building | Jan-2025



# RECENT INVESTMENTS IN PIONEER SQUARE

■ Recent Acquisition ■ New Construction ■ Substantial Renovation





# GRAND CENTRAL BLOCK IS HIGHLY SUITED FOR CONVERSION

Grand Central Block offers a strategic advantage with a lack of leasehold encumbrance allowing for maximum conversion flexibility. This structure provides investors with a unique opportunity to swiftly implement conversion plans and take advantage of the existing building design and favorable regulatory environment propelling office to residential conversions. The reactivation of Occidental Square and retail ground plane will also help drive residential demand to this vibrant submarket.

The combination of ideal floorplate size, brick and beam architecture, zero tenant occupancy, and Pioneer Square location make Grand Central Block an ideal candidate for conversion to Residential or Hotel. Furthermore, local and state government initiatives are creating legislative tailwinds reducing the overall cost and regulatory burdens of conversions.

As a result, investors can efficiently execute their chosen strategy with reduced constraints. This unique positioning allows for maximized returns while maintaining optionality, a rare find in today's dynamic real estate market.



## 141,408 SF WITH BELOW GRADE STORAGE

Size Appropriate



## SUITABLE FOR RESIDENTIAL AND HOTEL USES

Multiple Business Plan



## 10'11" ON GROUND FLOOR AND 13'11.5" - 18'7.5" ABOVE

Lofty Ceiling Heights



## HISTORIC BRICK AND BEAM CONSTRUCTION

Character



## DIRECT CONNECTIVITY TO THE I-5, SR-99 TUNNEL, FERRY TERMINAL AND 3 LIGHT RAIL STATIONS

Neighborhood Accessibility



## 4-5 STORIES

Average Building Height



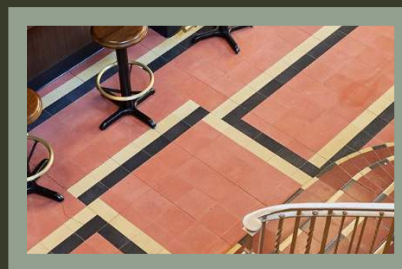
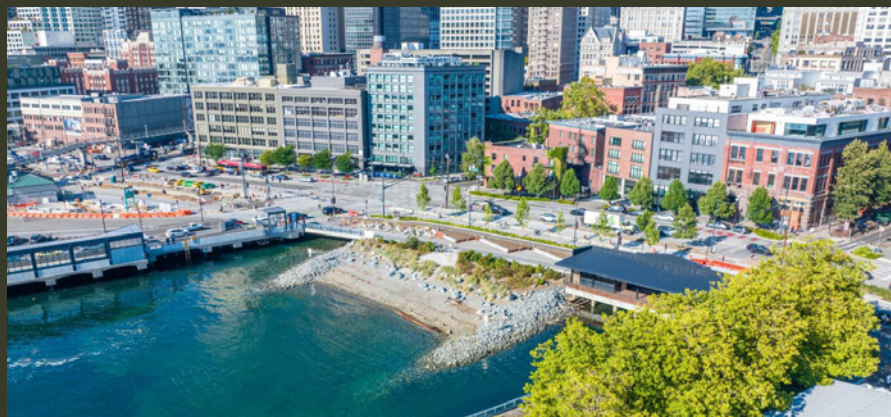
## WALKABILITY



## ACTIVATED RETAIL









## I. HISTORIC TAX CREDIT:

### NATIONAL HTC ELIGIBILITY:

- The Project has been approved by the National Park Service and is HTC eligible and must meet the following:
  - › Substantial rehabilitation test
  - › Comply with Secretary of Interior's Standards for Rehabilitation
  - › Become an income-producing property for 5+ years post-credit
- HTC is conditioned on 20% of Qualified Rehabilitation Expenditures (QRE)
- QRE's represent the budgeted Hard & Soft Costs, Contingencies, and TIs
- 85%-95% of these credits will be available to directly subsidize the Project by either third party HTC investors that provide HTC financing or direct investors in the Project

### LOCAL SEATTLE'S HTC:

- The Property's historical designation allows for a reduced tax basis
- Tax credit is generated by the difference between the estimated stabilized value of the redevelopment and the total budgeted QREs
- The annual delta between the QRE adjusted taxable value and the estimated stabilized taxable value produces and ongoing tax reimbursement

## ABILITY TO PARTICIPATE IN HISTORIC TAX CREDITS & THE CITY'S SOUTH DOWNTOWN TRANSFER OF DEVELOPMENT POTENTIAL (TDP) PROGRAM

## 2. TRANSFER OF DEVELOPMENT POTENTIAL:

Property may qualify for Pioneer Square neighborhood TDP program

### REQUIREMENTS:

- Located in Pioneer Square Preservation District
- 5,000+ SF above-grade floor area
- "Contributing structure" designation
- Rehabilitation and maintenance agreement

### TRANSFER OF DEVELOPMENT RIGHTS

	<u>BASE CASE</u>
Lot Area (SF)	26,640
Zoning	PSM100
Max Allowable FAR	10
Grand Central Block's Max Developable SF	266,400
Development Coverage Factor (85%)	226,440
TDR Excess SF Limit	3 x Lot Area
Grand Central Block's Max TDR SF	79,920
Estimated TDR Market Rate	\$25.00
<b>Total Estimated TDR Credit</b>	<b>\$1,998,000</b>

**Given the Project's historical landmark designation, it will have unused FAR at the site available to sell.**

## 3. POTENTIAL BENEFITS:

- HTC: 80-90 cents on the dollar from investors
- TDP: Estimated \$25-\$26/SF (based on similar Landmark TDR)
- Maximum TDP transfer: 3x lot area (79,920 SF for this property)

## 4. NEXT STEPS:

- Engage State Historic Preservation Office
- Initiate National Park Service application process
- Explore HTC investor options
- Assess TDP transfer potential





# JAMES BEARD PUBLIC MARKET

Planned in Portland, this will be a daily, year-round marketplace for an estimated 40x small businesses. Slated for completion in September 2026. Total estimate project cost including \$3m to purchase building between \$15-\$20m.

The market will total 38,140 square feet, including:

- Rooftop event space
- Cheese Shop
- Teaching kitchen
- Butcher + Fish Market
- Event space
- Wine Merchant
- Restaurant
- Local Farm Stalls
- Bakery

## OPPORTUNITY TO ACTIVATE GRAND CENTRAL'S RETAIL

### FOOD HALL

Square footage assessment of First Floor Food Hall: 20,218 SF on Ground Floor + Mez can accommodate 30x food and beverage tenants.

- 10 tenants: 500 - 800 SF → Avg 700 SF
- 8 tenants: 1,201 - 1,500 SF → Avg 1,000 SF
- 6 tenants: 1,501 - 2,000 SF → Avg 1,400 SF
- 4 tenants: 2,001 - 2,500 SF → Avg 1,800 SF
- 2 tenants: 2,217 SF

**22,103 SF in Basement can be rented out partially to Food/Beverage vendors for Storage and partially to Office tenants for Storage.**

*“Our mission has been to establish a daily year-round venue that showcases our region’s bounty, sustainable agriculture, healthy eating and entrepreneurial opportunities for those who grow, produce and sell what we eat”*



# THE BEST GAME DAY EXPERIENCE

## SEATTLE'S STADIUMS LEAD IN EVENTS, ACCESSIBILITY, AND ATTENDANCE

### EVENT HIGHLIGHTS

#### Lumen Field & Lumen Field Event Center:

- Hosts 185 events annually
- Attracts over 2 million attendees each year

### WALKABILITY RANKING

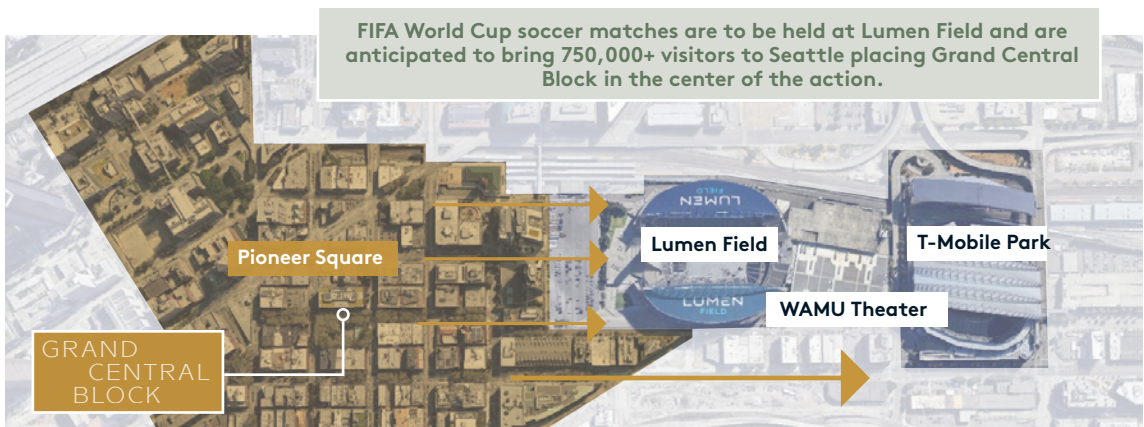
#### Lumen Field & T-Mobile Park:

- Lumen Field: Highest Walk Score (87) among NFL stadiums
- High walkability reduces parking challenges during major events
- Rated 5th best NFL venue by The Athletic
- Walk Score factors: Walking routes, amenities, population density, road metrics

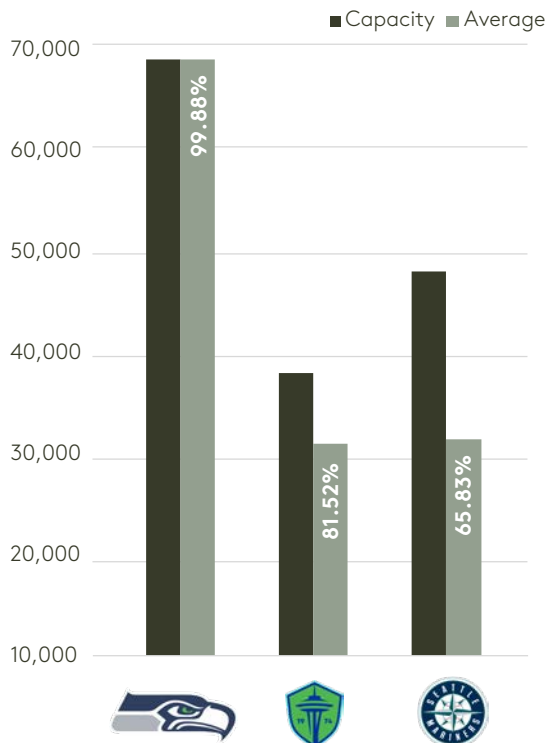
### FAN EXPERIENCE

The Stadium District's proximity to Pioneer Square creates a seamless game-day experience. An 8-minute walk allows fans to easily transition from pre-game festivities in Pioneer Square's historic setting to the excitement of the stadiums. This synergy extends throughout game events, with Pioneer Square buzzing with activity as fans fill streets and sports bars. Even those without tickets gather in local venues to watch, contributing to the lively atmosphere.

The impact of this connection is significant. **In 2024, Pioneer Square saw an average of 40,146 visits on Seahawks home game days at Lumen Field, compared to 16,345 on other weekends—a 146% increase.** This surge in foot traffic provides substantial economic benefits to local businesses, sustaining a vibrant commercial ecosystem in the area. The interplay between sports events and Pioneer Square's charm creates a unique urban dynamic that benefits both the district and sports enthusiasts alike.



### AVERAGE HOME GAME ATTENDANCE 2024





# FIFA WORLD CUP IS COMING

With major investments actively being made into the city, Seattle only continues to grow as a nationally recognized market, a world-renowned innovation epicenter, and a magnet for top-tier talent.



THE FIFA WORLD CUP IS ONE OF THE MOST PRESTIGIOUS AND WIDELY VIEWED SPORTING EVENTS GLOBALLY. THE TOURNAMENT GARNERS IMMENSE GLOBAL ATTENTION, DRIVING SIGNIFICANT ECONOMIC IMPACTS FOR HOST CITIES AND COUNTRIES.

**\$100M**

Projected Economic Impact

**4B**

Annual Viewers

**#1 Most Viewed**

Program Globally

**750,000+**

Projected Visitors

## SEATTLE TO HOST THE 2025 FIFA WORLD CUP

- Seattle is 1 of 11 host cities for the tournament
- 3 soccer games
- 32 teams representing the 6 continental confederations – AFC, CAF, Concacaf, CONMEBOL, OFC and UEFA

*"Hosting the FIFA Club World Cup at Lumen Field is a once-in-a-lifetime opportunity for our fans and our organization. Never before have we faced the world's top club sides in expanded competitive play, and the fact that the first edition of this new tournament is being played in our country and our city is historic."*

**SOUNDERS FC MAJORITY OWNER ADRIAN HANAUER**

## SEATTLE TO HOST THE 2026 FIFA WORLD CUP

- 6 soccer matches at Lumen Field
- Seattle Center is the official fan hub for the tournament. 9 other hubs will be announced soon.

*"The Puget Sound region has much to look forward to when it comes to big infrastructure projects coming online—light rail extensions, community amenities and business footprint expansions—and we have a once-in-a-lifetime opportunity with FIFA World Cup coming in 2026."*

**PRESIDENT AND CEO, SEATTLE METROPOLITAN CHAMBER OF COMMERCE**



# GRAND CENTRAL BLOCK

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