

# Invest in Seattle

1/ An  
Emerging  
Global City

2/ A Vibrant +  
Livable  
Downtown

3/ Regionally +  
Globally  
Undervalued

4/ Economically  
Robust +  
Expanding

5/ Favorable  
Tax  
Environment

6/ Pivotal West  
Coast + Asia  
Pacific Location

7/ Environmentally  
Exquisite; Ecologically  
Resilient

8/ World-leading  
Education +  
Health Care

9/ Ethnically  
Diverse +  
Welcoming

10/ A Center  
of Culture +  
Entertainment

Seattle  
July 11, 2018, 8 am

First Light Seattle  
James KM Cheng, Architect







# Invest in Seattle

Westbank is invested in Seattle. We are committed to the city, with three major projects underway. We believe that our investment will strengthen our own practice, even as it bolsters the cultural vitality, economic prosperity, and the quality of the built environment of the city itself.

As a Vancouver-based practice with a growing international profile, Westbank is facing a world of opportunity. Given the distinction of our portfolio, landowners in a dozen major cities have sought our participation, and as a result we have become increasingly curatorial in choosing the projects we take on and the cities in which we practice.

## Key Cities

Broadly, we have decided to focus on four cities: Vancouver, our home and one of the most livable places on earth; Seattle, the fastest-growing city in the United States; Toronto, the fastest-growing city in North America; and Tokyo, an Asia Pacific neighbor, global economic giant and a city that we find inspired us.

Seattle is our first point of entry into the United States and, before committing, we spent over a decade studying the city and its potential. Seattle is a fantastic opportunity. Its economy, among the fastest-growing in the U.S. Diversified and resilient, Seattle is one of the world's most important technology hubs.

## Top Tech Center & Education

Seattle's high-tech economy is key to our interest in Seattle. There are now 250,000 people working in technology-related jobs in Washington state, a number growing by 10 per cent a year. Amazon and Microsoft – tech giants born and based in Seattle – are on pace to join Apple as amongst the very first companies in the world to be valued at more than \$1 trillion. And while they employ nearly 77,000 Seattleites between them, that's still fewer than Cascadia's tech granddaddy, the aerospace company Boeing. Critical mass. Seattle's tech future is bolstered by one of the best education systems in the world (the University of Washington places in the top 10 among global research universities), one of the best health care systems and by the most literate population in America (Seattle has more bookstores and libraries than any other U.S. city).

## Great Value

The real estate opportunities are compelling. With average home prices between one-third and one-half of those in other West Coast gateways like San Francisco, Los Angeles and Vancouver, and given the absence of state income tax and no foreign buyer's tax, it is unsurprising that Seattle has experienced amongst the U.S.'s fastest-growing real estate prices last year.

## Excellent Livability

Seattle boasts a host of other positives. A coastal gem with a beautiful harbor and proximity to nature in every direction, Seattle has fresh, clean air, a moderate climate and a bright environmental future: the Climate Readiness Institute at the University of California, Berkeley, says Seattle is one of the U.S. cities best positioned to escape the impacts of climate change. The city is famously a center of culture and entertainment, with the country's second-highest number of restaurants and live-music performance venues per capita, behind only New York City. And it hosts some of America's great sports franchises: in football, the Seattle Seahawks; in baseball, the Mariners; and in soccer, the Sounders. After 2020, a new National Hockey League franchise will begin playing in the newly renovated Key Arena. From a Vancouver perspective, Seattle is also a close Cascadian neighbor; we feel a cultural kinship as similarly progressive West Coast communities.

Fundamentally, Westbank is investing in Seattle because we see strength and enormous potential. We also believe we have something to contribute. Westbank projects earn distinction because they enrich the neighborhoods in which we build: in art; in architecture; in quality and design; in efficiency and sustainability. Westbank is dedicated to the creation of beauty, and our commitment manifests itself in the lasting value of our projects and the livability of our cities.





# 1 An Emerging Global City

Seattle was added for the first time this year to the ATKearney Global Cities Index, an emerging star that had been overlooked in previous surveys. The fastest-growing large city in the U.S., Seattle is a rapidly expanding technology powerhouse, one of the country's leading cultural and entertainment capitals and an environmental gem with a lifestyle and climate resilience that is drawing international attention. Already #3 among the top five U.S. cities for foreign investment (Association of Foreign Investors in Real Estate), the Urban Land Institute chose Seattle as the top pick for Overall Real Estate Prospects in its 2018 Emerging Trends in Real Estate. Seattle is also fully committed to upgrading urban infrastructure, with a \$54-billion public transit plan that will connect the region by light rail from the northern suburbs to Tacoma in the next 20+ years.



## GDP

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3.1%

Washington State Gross Domestic Product grew by 3.1% in 2017, ranking number one nation-wide and growing at roughly twice the national rate. State GDP totaled \$492 billion by the end of 2017.

## Population

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3.9M

By 2040, the greater Seattle area is expected to grow by 1.7 million people by 2040 to more than 5.6 million. In Seattle proper, which has a population of 725,000, more than 114,000 people have moved into the city since 2010, making it the fastest growing big city in the U.S. this decade.

## Income

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3.5%

annual increase

Household incomes in Seattle are increasing by 3.5% yearly – 40% of downtown residents earn \$75K or more; high-income earners are rising quickly. The group earning \$200K+ grew by 138% between 2010 and 2016.

Amazon's Seattle offices, centered in South Lake Union, now accommodates more than 40,000 employees. Amazon created the "Amazon Spheres" as a place where employees could think and work surrounded by greenery. The Spheres are home to more than 40,000 plants from the cloud forest regions of over 30 countries.





Queen Anne



Museum of Pop Culture MoPOP

Lake Union

South  
Lake Union

Capitol Hill



Space Needle

F  
I  
R  
S  
T



Amazon Spheres



Starbucks Reserve

Belltown

Downtown



Nordstrom Flagship



Seattle Public Library



Pike Place Market

Olympic Sculpture Park



Elliott Bay



Benaroya Hall

Pioneer  
Square



Seattle Art Museum

International  
District



CenturyLink Field



Safeco Field

Sea-Tac Airport (SEA)  
20 Minutes South



# 2

## A Vibrant + Livable Downtown

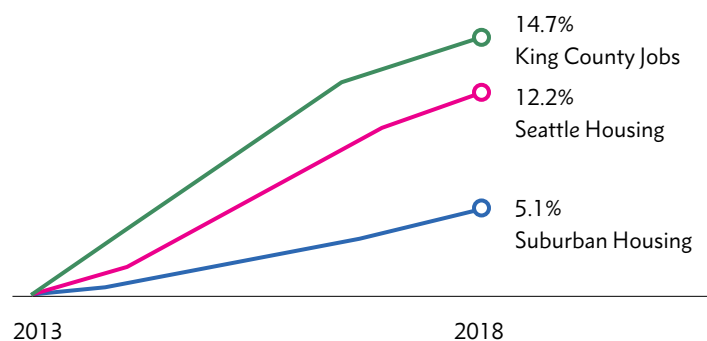
New residents are flocking to downtown Seattle and especially to Belltown, a thriving urban pocket that CNN Money has called “a walkable neighborhood with everything you need.” In addition to populations arriving from California and China, long-time Seattle residents are moving back from the suburbs in unprecedented numbers. With only 33% of the regional population and 15% of the land base, the City of Seattle nevertheless has experienced 56% of the region's housing growth in the last decade. In this regard, Seattle is a U.S. leader in rediscovering and refining downtown city living. Belltown, in the heart of the theater, gallery, restaurant and boutique district, is mere blocks from Pike Place Market, a 10-minute walk to the Space Needle and museums of Seattle Center, and not much farther to Pioneer Square as well as the sports and entertainment district to the south. It is closer still to the central business district and to the innovation center in South Lake Union, where one of the world's leading innovation engines has sited so many new offices that even life-long Seattle residents can now be heard referring to the neighborhood as “Amazonia.”

Livability in the region is also about to get a fantastic boost with the 2019 demolition of the Alaskan Way Viaduct, allowing for the reconnection of downtown to a redeveloped Seattle waterfront, for the first time since the freeway was built in 1953. A great neighborhood is about to get immeasurably better.

### Jobs Coming Faster than Homes

Seattle is largely building new housing to match the region's job growth, but the suburbs are not.

Sources: Washington Office of Financial Management Washington Employment Security Departments.  
Emily M. Eng / The Seattle Times



# 3 Regionally + Globally Undervalued

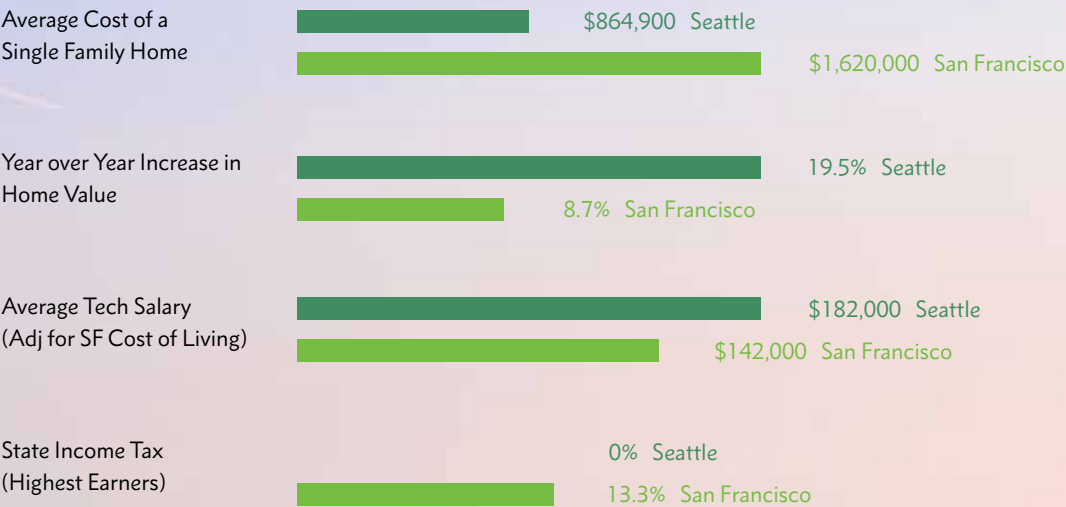
From a regional and global perspective, Seattle real estate seems somewhat undiscovered: average home prices are between one-third and one-half of those in other West Coast gateway cities, including San Francisco, Los Angeles or Vancouver – an advantage that continues even though real estate prices rose faster in the Seattle metro area last year than in any other U.S. city. With unprecedented housing demand and a post-recession drought in the constructions of new condominiums, Seattle is still working its way out of a severe inventory crunch. For example, Seattle condo listings for sale in December 2017 were down 27.5% from the previous month to just 87 units, the first time the number of available condos for sale in a month had dropped below 100. The high demand and low supply has resulted in the highest rate of bidding wars among large cities in the U.S. In April 2017, 88.7% of Seattle homes received multiple offers, outpacing hot markets in Los Angeles (79.3%) and San Diego (77.5%).





## Real Estate Value

Although average home prices in Seattle are between one-third and one-half of those in other West Coast gateway cities like San Francisco, Los Angeles or Vancouver, the Seattle metro area had the U.S.'s fastest growing real estate prices this past year.

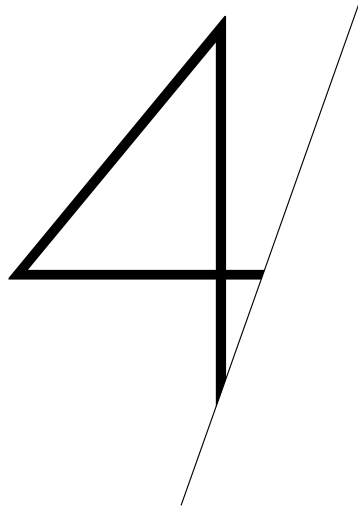






Inside the new Starbucks Reserve





## Economically Robust + Expanding

Seattle is a global center for innovation, and has been for more than a century when the still-powerful lumber giant Weyerhaeuser was just beginning to revolutionize Pacific Northwest forestry. Today, Seattle is the home or headquarters city for Boeing, Microsoft, Amazon and Starbucks, totaling more than \$2 trillion in market capitalization. Seattle is the fastest-growing U.S. city for software developer jobs. In 2017, the Seattle metropolitan area accounted for more open software-related job postings in the United States than Silicon Valley – including the San Francisco and San Jose metro areas, combined. As of the end of 2017, 31 Fortune 500 companies now operate research and engineering hubs in Seattle, up from seven in 2010. This critical mass of innovation, creativity and economic activity is a big part of what is driving housing demand in downtown Seattle, which is growing at a record 130% of historic levels, even while demand in the suburbs has subsided.

### Employment Growth

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2.6%

Seattle 2017  
employment growth

### Seattle Jobs

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220,000

From 2007 to 2017, the  
Seattle area added 220,000  
new jobs

### Tech Employment

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19.4%

Seattle tech employment  
grew by almost 20% between  
2015 and 2017

# Leading Tech Tenants in South Lake Union

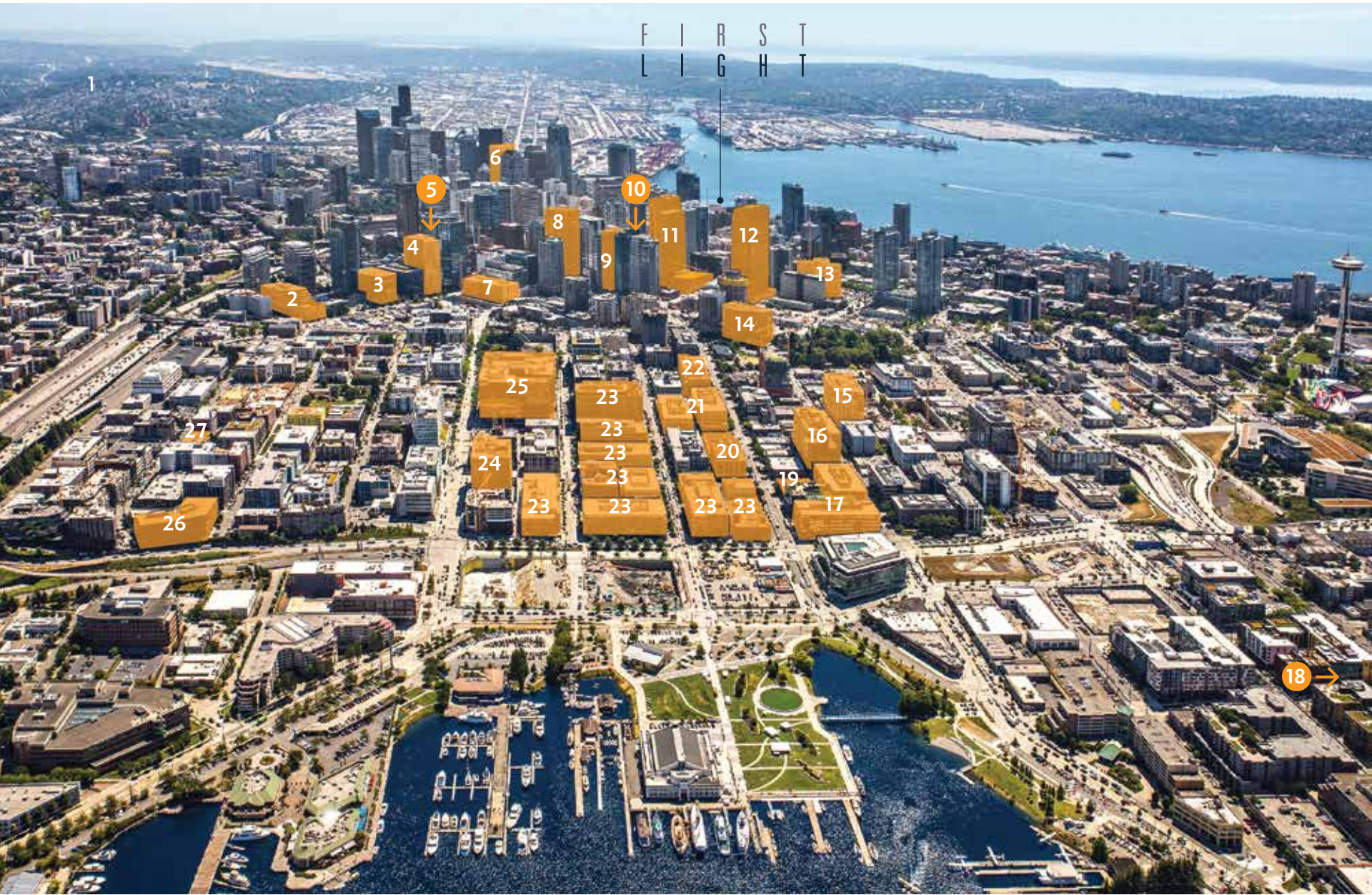
- |                                                    |                               |                                      |
|----------------------------------------------------|-------------------------------|--------------------------------------|
| 1 Fred Hutchinson<br>Cancer Research Center        | 6 Google (to begin in 2019)   | 13 Allen Institute for Brain Science |
| 2 Capital One                                      | 7 Microsoft                   | 14 Juno                              |
| 3 Delta Dental, Tommy Bahamas,<br>Impinj, Car Toys | 8 Seattle Children's Hospital | 15 Bill & Melinda Gates Foundation   |
| 4 Cole & Webber, nbhj                              | 9 Sales Force                 | 16 Facebook                          |
| 5 wework, HBO, Redfin                              | 10 Path                       | 17 Battelle                          |
|                                                    | 11 Facebook 2019-2020         | 18 The Omni Group                    |
|                                                    | 12 UW Medical                 |                                      |





# Amazon Offices in South Lake Union

- |                         |                    |                   |                    |
|-------------------------|--------------------|-------------------|--------------------|
| 1 Center 425 (Bellevue) | 8 1918 8th         | 15 Phase VIII     | 22 202 Westlake    |
| 2 MET Park North        | 9 West 8th         | 16 Phase VII      | 23 Campus Purchase |
| 3 Tilt 49               | 10 300 Pine        | 17 Phase VI       | 24 Urban Union     |
| 4 Midtown 21            | 11 Tower 1         | 18 635 Elliott    | 25 Troy Block      |
| 5 1800 9th              | 12 Tower 2         | 19 507 Westlake   | 26 1260 Mercer     |
| 6 Rainier Square Dev.   | 13 Blanshard Plaza | 20 428 Westlake   | 27 Supply Laundry  |
| 7 1915 Terry            | 14 2201 West Lake  | 21 Westlake Terry |                    |





## A Selection of Some of the Top Employers in Seattle

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### Boeing

Boeing remains the largest employer in Washington State, having established its first factory in Seattle over a century ago. The aircraft manufacturer employs 140,800 people in total, including 80,000 in Greater Seattle. Boeing completed more commercial airplanes than any manufacturer for the sixth consecutive year in 2017, setting an industry record with 763 deliveries. There were an astounding 5,864 planes on back order at the end of last year, guaranteeing stable employment for the foreseeable future.

### Microsoft

Microsoft has committed to increase the number of buildings on their Redmond campus over the next five to seven years from 80 to 98, for an addition of about 1.3 million square feet to the 10 million-square-foot campus. When completed, this expansion will make room for 8,000 more employees, adding to its current 47,000-employee head count in the Seattle region.





## Amazon

Amazon, which currently occupies 9.3 million square feet of office space in the city, is planning to expand to at least 12 million square feet by 2022 – which will comprise more than 20% of the city's total office inventory. Amazon added more than 110,000 employees in 2016, for a total of 340,000. The company currently has more than 40,000 employees in Seattle and it is expected to increase that number to more than 70,000.

## Bill + Melinda Gates Foundation

The Bill and Melinda Gates Foundation is the largest private foundation in the U.S., holding \$38 billion in assets and a trust endowment of over \$40 billion. It is controlled by Bill and Melinda Gates, and Warren Buffett, the most generous philanthropists in America. The foundation currently has 1,500 employees. It has donated \$258 million for malaria research alone, helping to support advanced testing on a malaria vaccine.





## Starbucks

The coffee company that conquered the world was established in Seattle in 1971, and named for the tattooed first mate in Herman Melville's *Moby Dick*. With more than 28,000 stores in 76 countries on six continents, Starbucks now employs nearly 240,000 employees worldwide, including 19,000 in the Seattle region and more than 3,500 in its head office, a converted Sears distribution center just south of downtown. Recently Starbucks has begun an aggressive expansion in cities opening one new store every 15 hours in China.

## Nordstrom

Nordstrom, known world-wide for the quality of its customer service, was founded in Seattle in 1901 by John Nordstrom and Carl Wallin, with capital that Nordstrom had raised by selling his prospecting claim in the Klondike gold rush (in Yukon, Canada) two years earlier. Beginning as a shoe store (Wallin already had a shoe-repair business), Nordstrom expanded its range and grew across the country in subsequent decades under the management of Nordstrom's three sons. It now has 123 stores and 72,000 employees, including more than 9,000 in the Seattle area.





## Costco

The second-largest retailer in the world, behind Walmart, Costco opened its first members-only, warehouse-style store in Seattle in 1983. It now has 759 outlets worldwide, in locations as far away as Iceland, France, Taiwan and South Korea. With more than 230,000 employees in total, Costco has kept its home base on the eastern fringe of Seattle in Issaquah and employs more than 9,000 people in the region.



## Expedia

Founded as a division of Microsoft in 1996, the global travel technology company Expedia was spun off in 1999 and has since become one of the dominant players in the online travel planning and purchasing market, earning more than \$625 million in 2017. With almost 23,000 employees worldwide, Expedia is based in the Seattle suburb of Bellevue.



# 5

## Favorable Tax Environment

The state of Washington is one of only seven U.S. states where residents are not required to pay a state income tax. This is particularly beneficial when comparing Seattle to rival markets in places such as New York, where state income taxes are at 8.8%, or California, where they are 13% – resulting in some of the highest combined tax rates in North America. There also is no foreign buyers' tax in Washington State, such as the 20% charged in British Columbia. And investors in U.S. real estate may be able to defer all or a portion of capital gains tax if profit is reinvested in the U.S. real estate market.

Annual Income

Net Income after tax

\$75K



\$150K



\$250K



\$1M

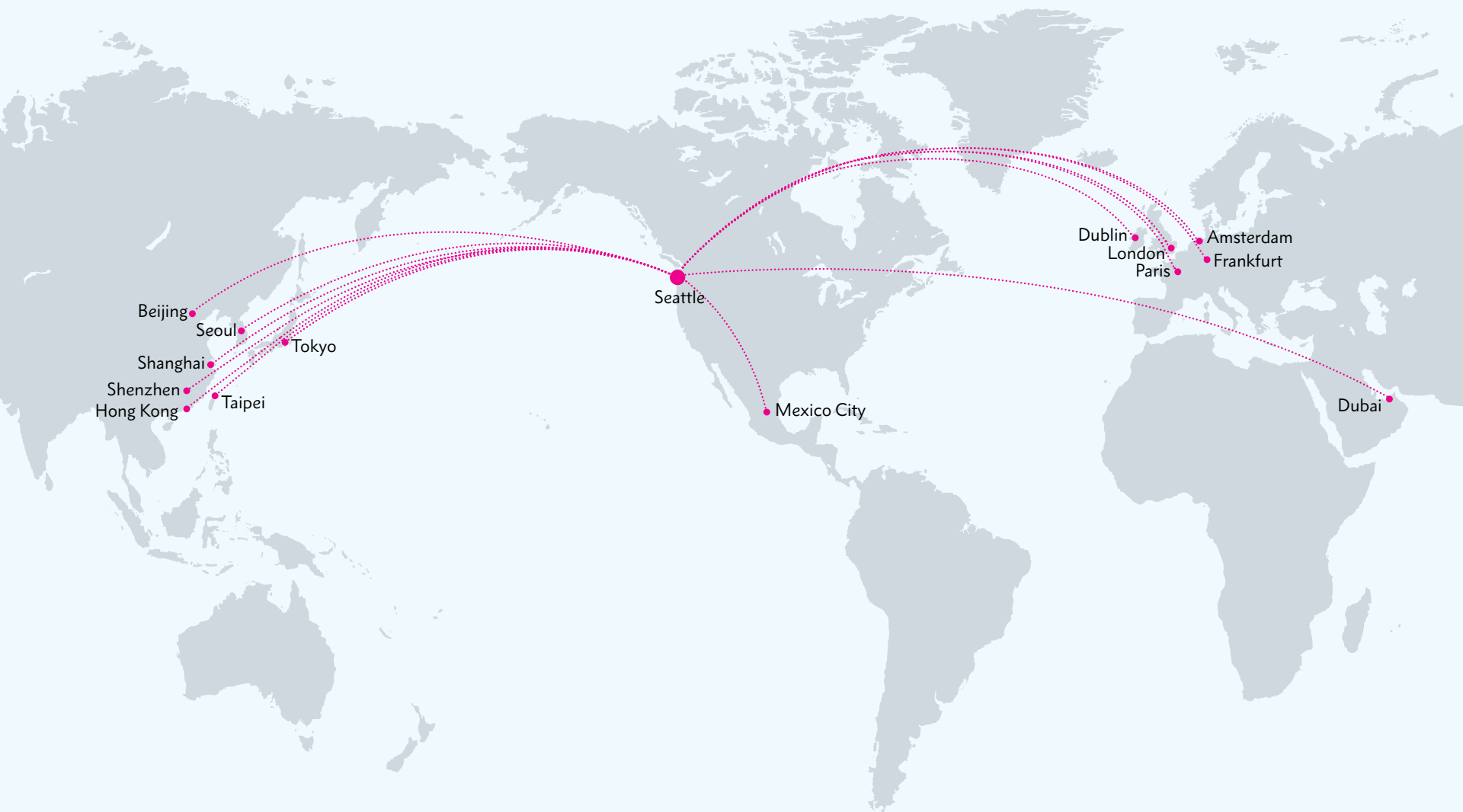








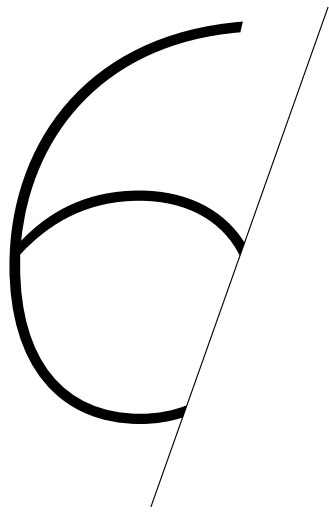
The Seattle-Tacoma (Sea-Tac) International Airport is the fastest-growing airport in the United States, and the sixth fastest-growing airport in the world.



International Direct Flights to Seattle

Beijing, 11h	Frankfurt, 10h 10 min
Shenzhen, 12h 40 min	Paris, 10h 5 min
Shanghai, 11h 25 min	London, 9h 40 min
Seoul, 10h 20 min	Dublin, 9h 45 min
Tokyo, 9h 5 min	Amsterdam, 10h 5 min
Taipei, 10h 50 min	Dubai, 14h 20 min
Hong Kong, 12h 10 min	Mexico City, 5h 45 min





## Pivotal West Coast + Asia Pacific Location

Seattle is in the center of Cascadia – the Pacific Northwest economic, cultural and biophysical region – and is increasingly the nexus for action in the West Coast technology corridor stretching from Silicon Valley in California to Vancouver in Canada. As the mainland U.S. port nearest Japan and China, it is also a critical trade gateway from the U.S. to Asia. The Seattle-Tacoma International Airport is the fastest-growing airport in the United States, and the sixth fastest-growing airport in the world. In 2015, a record 42.3 million passengers moved through the airport, compared to the Vancouver International Airport, which had an estimated 24.1 million passengers the same year. Seattle is the primary hub for Alaska Airlines and the transpacific hub for Delta Airlines. As the closest U.S. mainland airport to China, Sea-Tac is the West Coast global hub for mainland Chinese carriers including Hainan Airlines and Xiamen Airlines, as well as for domestic carriers such as Delta. With rising competition, Chinese businesspeople and travellers are finding quicker and cheaper flights to and from China. There are now a record six nonstop routes between Sea-Tac and major Chinese cities. A new three-times-weekly service will be Xiamen Airlines' first to the United States.

## Busiest West Coast Airports\*

- 1 Los Angeles International  
74.9 million passengers
- 2 San Francisco International  
50 million passengers
- 3 **Seattle-Tacoma International**  
**42.3 million passengers**
- 4 Vancouver International  
22.3 million passengers

\* 2016 Airports Council International





Busiest West Coast Ports\*

- 1 Los Angeles  
13.5% - 5,471,639 TEUs  
(Twenty-foot Equivalent Units)
- 2 Long Beach  
12.1% - 4,905,434 TEUs
- 3 Vancouver  
6.5% - 2,608,422 TEUs
- 4 **Seattle + Tacoma**  
**5.3% - 2,144,806 TEUs**

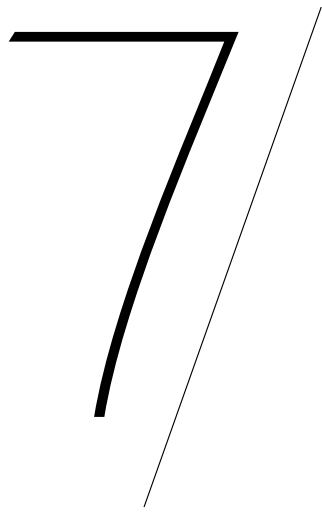
\*2015 by percentage of container trade in and out of all North America, as ranked by JOC.com.

Busiest West Coast Cruise Ship Ports

- 1 Juneau Alaska  
1,000,000
- 2 **Seattle**  
**983,539**
- 3 Vancouver  
895,000
- 4 Los Angeles  
578,668

\* NAFTA Region Port Cruise Traffic 2014-2016





# Environmentally Exquisite; Ecologically Resilient

Seattle is cleaner, greener and better prepared to manage climate change compared to other U.S. cities and most other cities in the world. Sitting next to the moderating influence of a prevailing west wind that blows fresh air off the Pacific Ocean, the city's climate is mild, both summer and winter. From kayaks to yachts, from lowland hiking to the most ambitious mountaineering, the lakes, the ocean, the forests and the mountain ranges surrounding Seattle offer every imaginable opportunity for outdoor recreation. You can step from a sailboat on Lake Washington and, in little more than an hour, be strapping on downhill skis at Snoqualmie. Thanks to the abundance of parks and greenspace and to the redevelopment and reconnection to the waterfront, many of those recreational options are readily available within the city limits – often within steps of Belltown.

Access to nature is also one of the reasons that Seattle ranks as the second-healthiest city in the nation, based on factors including great health care, fresh locally-produced food, average level of fitness and the amount of green space. The latest research shows that people who live in convenient, walkable, urban neighborhoods – and who drive less, as a result – are consistently healthier than their suburban neighbors. Put those people near parks, lakes and ocean, close to some of the best health care in the world, and mere blocks from the year-round fresh, organic foods of Pike Place Market, or any number of available grocery stores, and you have a prescription for a healthy lifestyle.

## Best U.S. Cities to Avoid Climate Change\*

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### **Seattle, Washington**

Portland, Oregon  
San Francisco, California  
Minneapolis, Minnesota  
Ann Arbor, Michigan

\*2017, Climate Readiness Institute at the University of California, Berkeley

## Healthiest Cities in America\*

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San Francisco, California

### **Seattle, Washington**

Portland, Oregon  
San Diego, California  
Washington, DC

\*2018 WalletHub





Whidbey Island / Puget Sound



Access to nature is also one of the reasons that Seattle factors including great health care, fresh locally-produced





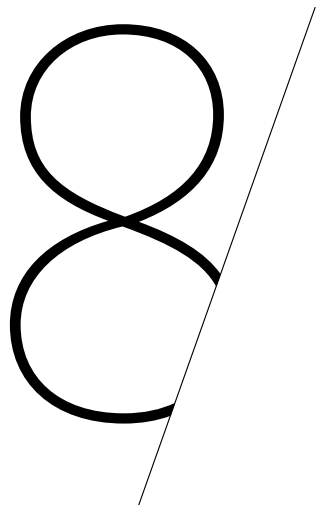
ranks as the second-healthiest city in the nation, based on food, average level of fitness and the amount of green space.











## World Leading Education + Health Care

Seattle has one of the best-educated and most literate populations of any city in the U.S. The United States Census Bureau surveys indicate that Seattle has one of the highest proportion of college graduates among major U.S. cities. This is a reflection of having one of the strongest education systems at all levels, including a full range of excellent post-secondary institutions, including the globally-rated research powerhouse, the University of Washington. Seattle also has the most bookstores and libraries per capita in the U.S.

From a health perspective, McKinsey & Company ranks Washington State as the second-best in the U.S. for health care, as judged on issues ranging from general wellness and rates of mortality, infant mortality and obesity, to having one of the lowest numbers of hospital readmissions. Health research firm, Vitals, also ranks Seattle within the top five American cities for health care, pointing out that it has some of the lowest wait times for care and the highest-rated doctors. It also has a healthy environment, with bountiful amounts of clean air and water and easy, all-year-'round access to the outdoors and nature.

# Education

In Seattle there are 59 high schools, including several with high national rankings, and 17 universities, including the University of Washington, one of the top 10 academic institutions in the United States. Excellent regional post-secondary institutions include Seattle University, Seattle Pacific University, Western Washington University, Washington State University, Gonzaga University and the Pilchuk School of Glass. Belltown itself is home to the Art Institute of Seattle, Antioch University, Argosy University, City University of Seattle, and the Seattle School of Theology and Psychology and is near the renowned Cornish College of the Arts.

## Best Global Universities Ranking

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- 1 Harvard University, Massachusetts, USA
- 2 Massachusetts Institute of Technology, Massachusetts, USA
- 3 Stanford University, California, USA
- 4 University of California - Berkeley, California, USA
- 5 University of Oxford, Oxford, UK
- 6 California Institute of Technology, California, USA
- 7 University of Cambridge, Cambridge, UK
- 8 Columbia University, New York, USA
- 9 Princeton University, New Jersey, USA
- 10 University of Washington, Washington, USA**
- 11 John Hopkins University, Maryland, USA
- 12 Yale University, Connecticut, USA
- 13 University of California, Los Angeles, California, USA
- 14 University of Chicago, Illinois, USA
- 15 University of California, San Francisco, California, USA
- 16 University of California, San Diego, California, USA
- 17 Imperial College London, London, UK







Seattle, the juice bar capital of the country, is also listed by the Huffington Post among “the Top 10 American Cities Most Obsessed with Eating Organic Foods.”



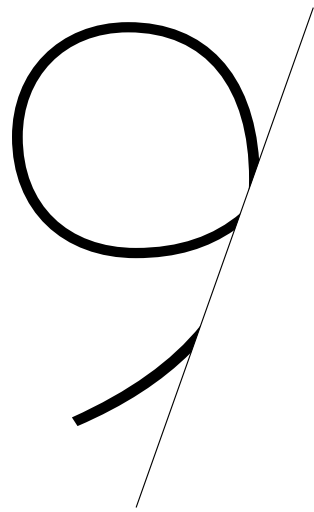


# Health Care

Great health also depends upon access to excellent medical care, which Seattle has in abundance. The leading health analytics service Better Doctor ranks Seattle as a top 10 city on the basis of the number of doctors per 1,000 population, the percentage of doctors who are highly rated and the percentage of the population with health insurance.

Great care is delivered in great hospitals, and Seattle boasts many that rank prominently in national ratings. Top hospitals in Seattle include the University of Washington Medical Center, Virginia Mason Medical Center, Providence Regional Medical Center, the Swedish Hospitals at Cherry Hill and First Hill, and the Seattle Children's Hospital. Seattle is further supported by the Overlake Medical Center and by Kaiser Permanente, one of America's leading health care providers.

U.S. News & World Report cites the Seattle Cancer Care Alliance as one of the top five cancer research engines in the United States and one of the top 10 in the world. The leading center in the Alliance is the Fred Hutchinson Cancer Center, named for a beloved major league pitcher and manager who had died of lung cancer at the age of 45. The center was founded by "Fred Hutch's" brother, Dr. William Hutchinson, who had earlier established the Pacific Northwest Research Foundation. The Fred Hutch center now covers a 15-acre campus in the burgeoning high-technology neighborhood of South Lake Union and since 1976 has been recognized as a National Cancer Institute Comprehensive Cancer Center. South Lake Union is also home to the Allen Institute for Brain Science, a non-profit medical research center founded in 2003 with a \$100-million donation from Microsoft co-founder and philanthropist Paul Allen.



## Ethnically Diverse + Welcoming

Seattle is known as a tolerant and welcoming center for new residents from the U.S. and around the world. More than 1,000 people move to Seattle each week, with the highest proportion coming from California. Currently coming north at the rate of more than 30,000 people per year, nearly a million Californians have relocated to somewhere in Washington State in the last 25 years. World-leading firms including Amazon, Microsoft, and other tech power houses also draw new residents from across the country, and around the world.



World-leading firms including Amazon, Microsoft, and other tech power houses also draw new residents from adjacent counties, from across the country, and around the world.

Population Migration to Seattle



Top 5 U.S. Sources Of Net Migration  
Between 2005-2016





Pike Place Market



# 10

## A Center of Culture + Entertainment

Food, drink, art, architecture, music, dance, fashion, sports, literature, science: all these (and more) combine as components of culture, and all are represented at a world-class level in Seattle – most within a very pleasant walk of First Light, at 3rd and Virginia. In or very near Belltown, restaurants, cafes, brew pubs, galleries and boutiques abound, as do theaters, old and new. From the flower stalls of Pike Place Market to the parks and playing fields of the Stadium District, every variety of distraction or entertainment is near at hand. Seattle has earned its reputation as one of America’s most innovative cultural capitals in the country.

### #1 Seattle, WA

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One cultural attraction for every 354 people  
Seattle tops this list as the most cultural city in the U.S. with 1,890 cultural and recreational venues for its population of 650,000 people. Its quirky blend of attractions also makes it unique, from the Chihuly Garden and Glass with breathtaking, colorful glass sculptures to the Museum of Flight, with a glider designed by the Wright brothers.

– From The Business Insider: The 20 Best U.S. Cities for Culture

# Culture / Entertainment

How do you measure culture? If you ask, for example, which American city has more cultural attractions per capita than any other, Seattle tops the list. If you look at the economic impact of culture – as measured by how many people are employed in artistic and cultural activities – the urban theorist, Richard Florida says that Washington State comes in fourth in the U.S. and is, by a wide margin, the fastest growing.

But you can't really measure culture by the pound or by the dollar. You have to gauge it by the mysterious qualities of a fine work of art, the lilting beauty of a single phrase of music or the intoxicating aroma wafting from the kitchen of a fine restaurant. Culture is embedded and expressed in film and fashion, in dance and design, in the quirks and habits of every ethnic or self-identified group in a multi-cultural world.

No matter how you assess or measure culture, though, Seattle comes out on top, especially if you begin your cultural adventure amid the galleries and restaurants, the theaters and museums that populate and surround Belltown.

The whole neighborhood constitutes an emerging cultural hub, embraced between Seattle's historic downtown and business district immediately to the south and the booming Lake Union technology district to the north – all flanked by the Seattle waterfront, which is well into the process of being restored and reconnected for the first time since 1953.

Seattle has always been a cultural leader. In music, for example, the city gave rise to popular innovators from Bing Crosby to Jimi Hendrix and Nirvana. The history is all there at the MoPOP –

the Museum of Popular Culture – at Seattle Center, minutes from First Light at 3rd and Virginia. That's the same Seattle Center that hosts the towering Space Needle, as well as the Pacific Science Center, the Seattle Children's Museum and the Chihuly Garden and Glass. The latter shows the fabulous breadth and color of glass artist Dale Chihuly, an elder statesman of glass art in a city where the tradition runs strong – unsurprisingly giving rise to the work of someone like John Hogan, whose glass veils and sculptures will define and distinguish First Light at Third and Virginia. Museum hunters might also forage further north to the Lake Union locations of the MoHAI – the Seattle Museum of History and Industry – and the Center for Wooden Boats. And, of course, every visitor to Seattle must sooner or later make the pilgrimage to Boeing Field just south of the city to the home of the Museum of Flight, celebrating more than a century of technological innovation which is both another cultural expression and a good explanation for how Seattle has morphed into such a high-tech powerhouse in recent decades.

Returning to the potential and range of music, First Light is barely a block from the Moore Theater, built in 1907 as a lavish auditorium for the Gilded Age, this is the city's longest-surviving venue for live music and theatrical productions. For those whose taste runs to the classical, McCaw Hall, home to the Seattle Opera and the Pacific Northwest Ballet, is also at Seattle Center; and the Seattle Symphony's home theater at Benaroya Hall is just a couple of blocks south of the Moore Theater.

In the same neighborhood, you will find the Seattle Art Museum's main facility. The other











Seattleites, new and old, can benefit from a global trend towards city centers, to find a beautiful home in a convenient, walkable and culturally rich environment.

two include the Seattle Asian Art Museum, in Volunteer Park on First Hill, and the Olympic Sculpture Park on the waterfront, just a few blocks down and over from First Light. And if you are out on an art hunt, you ought not pass up the Frye Art Museum, on First Hill. But starting from the Belltown neighborhood on foot, you also will pass dozens of private galleries, heading south through the downtown and all the way to Pioneer Square a few more blocks along.

Should the notion of culture inspire thoughts of culinary delicacies, Pike Place Market is assuredly Seattle's best-known and most-loved cultural centers – from the aromatic and physical beauty of the flower stalls to the butchers, bakers and highly animated fishmongers. Just standing in the market on a busy weekend morning – watching as the fish merchants hurl 20-pound salmon back and forth – offers a taste of Pacific Northwest culture unlikely to be duplicated anywhere in the world. The market is obviously a draw for the home chef – you won't find finer, fresher organic ingredients anywhere in the region. But it's equally a good starting point for those exploring Seattle's innovative and varied restaurant offerings. You might begin with one of Seattle's famous juice bars; Seattle didn't invent the West Coast craze for fitness and physical good health, but it prides itself on being a leader. Or perhaps you might choose a coffee emporium, maybe even Starbucks, a Seattle start-up that has since conquered the coffee world. There is also the range and variety of dining choices, from the almost innumerable brew pubs to the offerings of foodie entrepreneurs like Tom Douglas and Ethan Stowell who, between them, have dozens of different options for everything from casual grab-and-go meals to the finest of fine dining.

Another whole area of culture and entertainment can be found in Seattle's rich and diverse sporting world, beginning, perhaps, with one of the best baseball parks in America, the Seattle Mariner's home turf at Safeco Field. In the same, bustling and exciting neighborhood, you'll find CenturyLink Field, home to the perennial powerhouse, Seattle Seahawks, the Major Soccer League contenders, the Seattle Sounders, and the Women's National Basketball League's Seattle Storm. With the prospect of a National Hockey League franchise joining the mix in 2020 in the newly renovated Key Arena, an already thriving sports scene is destined to become even more successful.

All of these cultural offerings are, of course, available to everyone in the Seattle area; NFL football and American League baseball fans from Canada might even argue that Seattle is "home turf" for people from much farther away. The city has so much to offer that many people come frequently, and sometimes from great distances. But Seattleites, new and old, can also benefit from a global trend towards city centers, to find a beautiful home in a convenient, walkable and culturally rich environment. Belltown is on the front end of this trend and First Light will be a new anchor – and a significant cultural addition – in the neighborhood.







Jazz musician Chuck Mangione at Jazz Alley club in Belltown



A whole area of culture and entertainment can be found in the best baseball parks in America, the Seattle Mariner's neighborhood, you'll find CenturyLink Field, home to the





in Seattle's rich and diverse sporting world, with one of home turf at Safeco Field. In the same, bustling and exciting National Football League-leading Seattle Seahawks.





# Architecture

The Space Needle: an iconic image on the Seattle horizon, it is as elegant today as when it was built for the 1962 World's Fair. Instantly recognizable, no structure better exemplifies more than a century of Seattle's architectural ambition.

Architecturally, the city began with the early icon, the Pioneer Building, rising in 1892 from the ashes of the fire that had destroyed most of downtown Seattle three years earlier. The Pioneer became the prestige address for mining companies during the 1897 Klondike Gold Rush, which did so much to hypercharge Seattle's early development. Even today it stands as a stately brick and terra cotta anchor to Seattle's famed Pioneer Square. But it was upstaged in 1914 by the Smith Tower, one of the West Coast's first true skyscrapers and the tallest building in Seattle until it was overtaken by the Space Needle itself. Another lovely early example was the 1915 BeauxArts flat-iron building that was home to the Seattle Times newspaper. In 1927, the city got an Art Deco treasure in the form of the 27-story Northern Life Tower (now the Seattle Tower), which then claimed to be Seattle's tallest building because, sitting up the hill from the Smith Tower, it was higher above sea level.

The ensuing years were less distinguished, unless you admired the blocky, unadorned style of the 1960s. The 50-story Safeco Plaza, which at 630 feet edged out the 605-foot Space Needle, was derided in 1969 as looking like "the box the Space Needle came in." That stark, square form was re-envisaged in the mid '70s by Minoru Yamasaki, architect of the World Trade Center in New York City. Working with Wright Runstad & Co. in 1977, Yamasaki delivered the Rainier Tower, 41 elegant stories atop a concrete pedestal in the form of a tapered inverted pyramid.

Things looked way up in the 1980s, with the construction by Martin Selig of architect Chester Lindsay's 933-foot Bank of America building, now the Columbia Center, a sweeping black tower whose interlocking, concave facades could have inspired the stepped form of the Burj Khalifa.

More recent buildings of architectural note have been mostly institutional, beginning with architect Robert Venturi's Seattle Art Museum in 1991. In 2000, Microsoft co-founder Paul Allen funded the new Frank Gehry-designed Experience Music Project, now the Museum of Popular Culture or MoPOP. A classic example of Gehry's gleaming and curvaceous metal-clad exteriors, the MoPOP was designed to echo the form of a smashed Fender Stratocaster. In 2003, Seattle's Mayor and Council moved into a new "green" City Hall, designed by the Seattle architecture firm then called Bohlin Cywinski Jackson Bassetti. The next year, international starchitects Rem Koolhaas and Joshua Prince-Ramus teamed up on the Seattle Central Library, becoming one of only two buildings on the American Institute of Architects list of Americans' 150 favourite structures (the other was the retractable-roof baseball park at Safeco Field).

In recognition and respect for this history, Westbank, architect James Cheng and artist John Hogan have worked to bring First Light into the neighborhood. First Light at 3rd and Virginia is within a 20-minute walk of all of these buildings, as well as the architectural triumph that is the Olympic Sculpture Park. Against a recent history of residential and office towers that were increasingly utilitarian and predictable, First Light reinvigorates Seattle's architectural ambition, reaching for excellence and beauty for residents, and – no less – for the whole community.



The Smith Building, 1914











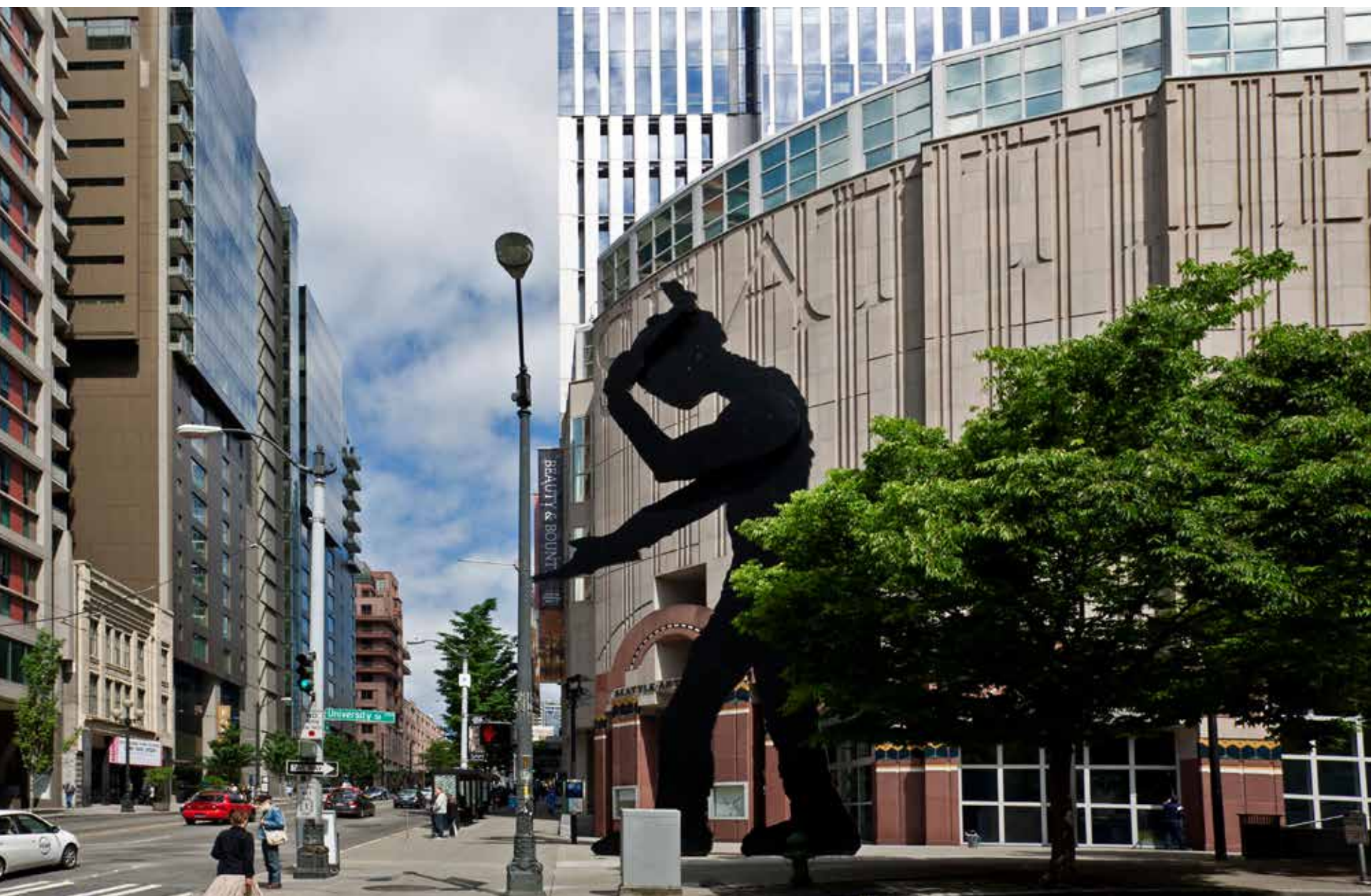


More recent buildings of architectural note have been the Seattle Art Museum in 1991. In 2000, Microsoft co-sponsored the Experience Music Project, now the Museum of Pop Culture.





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Benaroya Hall





Rainier Bank Tower



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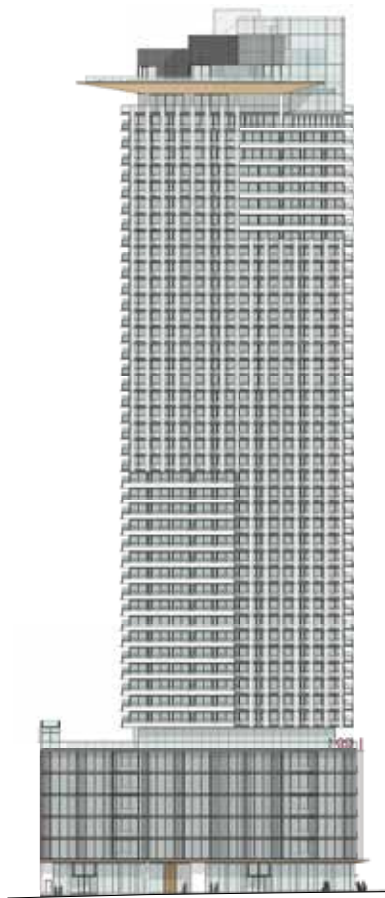


Seattle Skyline from Elliott Bay  
July 11, 2018, 7 am









westbank<sup>25</sup>