



THE OUTLET COLLECTION® SEATTLE

1101 OUTLET COLLECTION WAY
SEATTLE, WA 98001

LIGHTSTONE / 

Seattle's Only Value Destination

The Seattle-Tacoma Metropolitan area is home to more than 4 million people, making it one of the nation's most dynamic and fastest-growing regions. Over the last decade, its growth has been driven by innovation, creativity, and a welcoming business environment.

For retailers, this is more than just a market. The Seattle metro area is alive with energy and imagination, where ideas take root and thrive. The Outlet Collection of Seattle captures that spirit by uniquely capturing both the Seattle and Tacoma markets, offering a fresh vision of what Value Retail can truly be.

Reshaped Vision

The new owner of TOC Seattle, Lightstone, is investing over \$3 million in immediate capital improvements to revitalize the property, including new common area furnishings, lighting upgrades throughout the center, interior and exterior wayfinding signage, new pylon signs at the main entrances, and a new digital highway billboard sign.

The project is already underway and is anticipated to reach completion by Q2 2026, positioning the center for a refreshed and elevated customer experience.

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Tenant Mix

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The Outlet Collection Seattle offers a vibrant mix—from fashion-forward outlets and beauty retailers to entertainment and big-box convenience. Strong performing anchors like Nordstrom Rack, Burlington, Nike, Ulta, and Dave & Busters, supported by trendy brands such as Polo Ralph Lauren, Old Navy, Kate Spade and big box convenience such as Walmart and Best Buy, make it a compelling destination for both savvy shoppers and families alike.



The Outlet Collection of Seattle Offerings

25,000-50,000 SF

Anchor Spaces

Pad Sites

Premier
Restaurant Spaces

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10.5M

ANNUAL
VISITS

#3_{/11}

SUPER-REGIONAL
MALL IN WA

#55_{/509}

SUPER-REGIONAL
MALL IN U.S.

VIA PLACER.AI

#28_{OF 109} DAVE & BUSTER'S

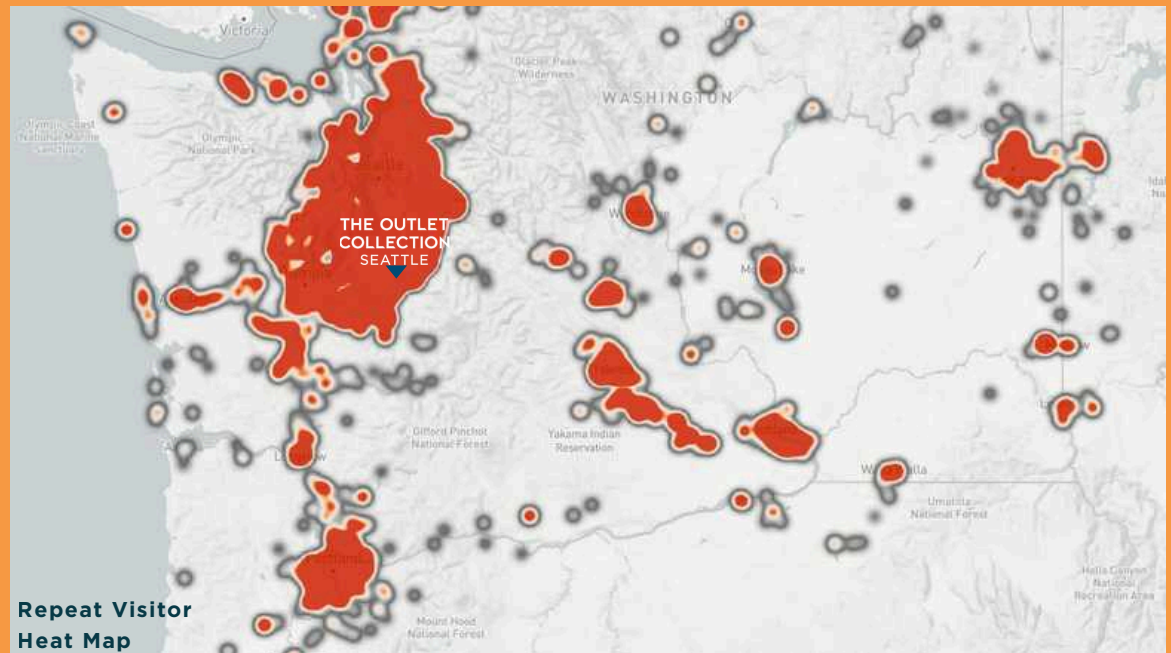
#46_{OF 325} REGAL

#26_{OF 959} Burlington

#810_{OF 3.9K} Walmart

RANKED NATIONALLY

VIA PLACER.AI



Repeat Visitor
Heat Map

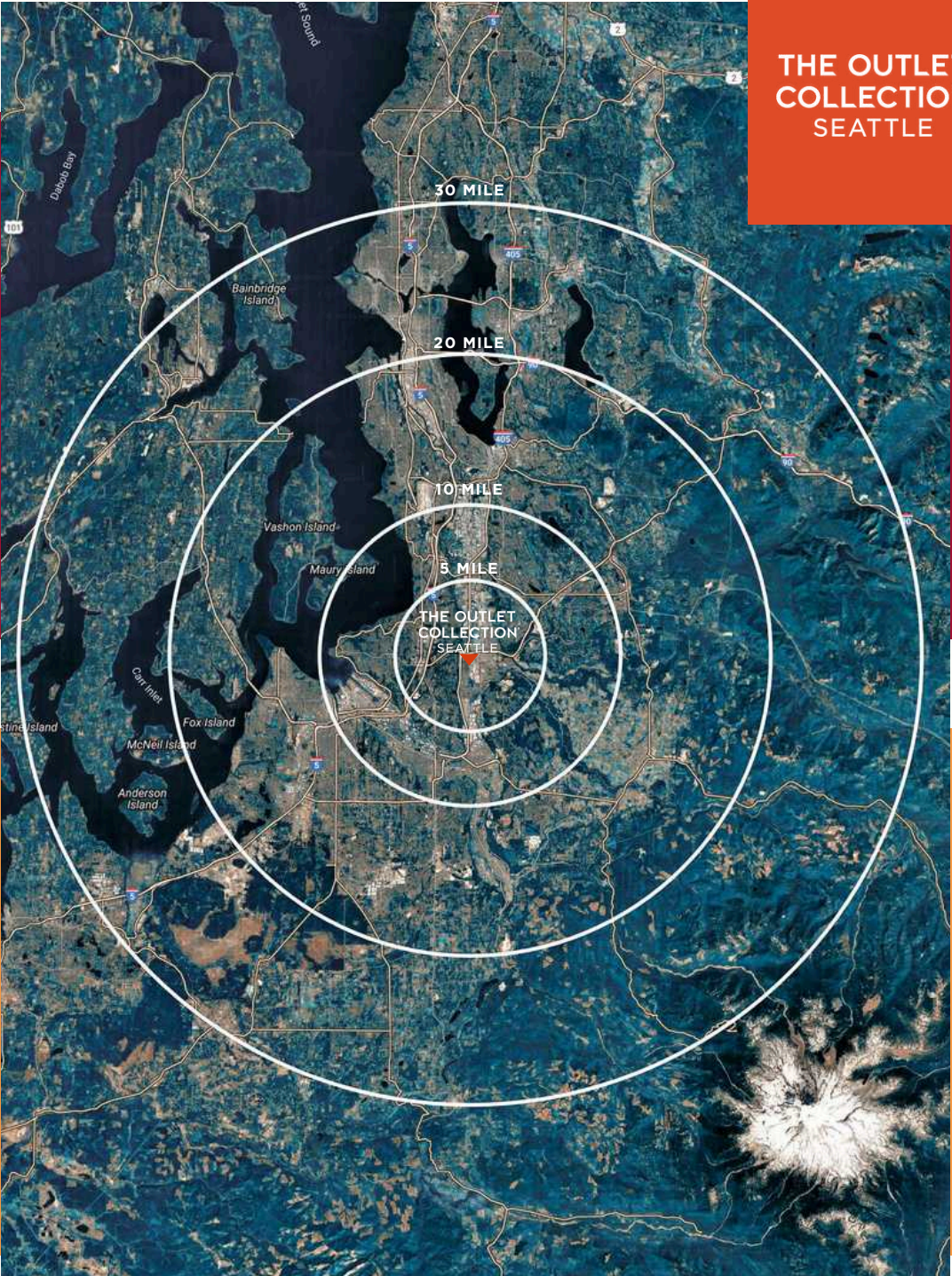
VIA PLACER.AI

Demographic Data

The Outlet Collection Seattle in Auburn attracts a diverse mix of shoppers from across the region. Its trade area encompasses over 1.3 million people, with households in the surrounding 5 to 15-mile radius earning an average of \$131,000 to \$140,000 annually. Visitors tend to be around 38 years old on average, reflecting a broad age range of active shoppers. While many come from nearby communities, roughly 30% of annual traffic travels from farther away, drawn by the center’s wide selection of outlet stores. On average, shoppers visit about six times per year, spending just over an hour exploring the property each trip, making it a hub for both regular local patrons and destination shoppers alike.

	5 MI	10 MI	20 MI	30 MI
POPULATION	212,727	646,000	1.97 M	3.2 M
HOUSEHOLDS	76,866	234,000	745,727	1.28 M
MEDIAN AGE	36.7	37	37.8	38
AVERAGE HH INCOME	\$124,161	\$120,103	\$148,178	\$153,341
MONTHLY HH RETAIL EXPENDITURE	\$4,757	\$4,877	\$4,925	\$4,987

VIA SITESUSA



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LIGHTSTONE

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Lightstone, one of the leading privately held real estate companies in the United States, acquired The Outlet Collection Seattle in late 2024. Located in the greater Seattle metropolitan area, The Seattle Outlet Collection is an enclosed outlet center which totals 943,000 square feet. It is the only **Value Destination** in the greater Seattle market.

Plans are underway to invest over \$10 million in capital improvements and tenancy upgrades. This investment in The Outlet Collection Seattle will focus on enhancing the overall shopping experience, attracting high quality tenants, and implementing property improvements.

“Having spent years building a premier portfolio of retail and outlet spaces across the country, we have a deep understanding of the market and we know how to identify, nurture, and enhance well-performing assets,” said David Lichtenstein, Chairman and CEO of Lightstone. “We see tremendous opportunity in this investment, and are looking forward to tapping into its full potential.

Lightstone has a rich history of investing in retail centers and has been successful in identifying and creating value in under-appreciated properties. In one of its earliest transactions, Lightstone acquired Prime Retail for \$640 million in 2003 and reimagined and developed key centers in Orlando, FL, Williamsburg, VA, San Marcos, TX, and as Paragon Outlets developed Livermore, CA and Grand Prairie, TX. Lightstone recapitalized the 22-shopping center portfolio with Simon Property Group for \$2.24 billion in 2009, marking one of the firm’s most noteworthy successes. A joint venture between Lightstone and Simon Property Group currently owns three outlet centers totaling 1.1 million square feet. The outlets include Norfolk Premium Outlets in Norfolk, Virginia, Twin Cities Premium Outlets in Minneapolis metropolitan area, and Gloucester Premium Outlets in the Philadelphia metropolitan area.

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