



# GRAND CENTRAL BUILDING

Pioneer Square

URBAN  
VISIONS

REAL **RETAIL**

# SEATTLE'S PAST IS NOW ITS FUTURE

## Seattle's First Neighborhood

Pioneer Square is Seattle's first neighborhood – a place where century-old brick buildings now buzz with indie galleries, design studios, boutique retailers, craft coffee, and some of the city's best restaurants. Cobblestone streets curve past ironwork façades, tucked-away courtyards, and murals that feel like they've been waiting to be discovered. Day or night, there's an edge of discovery – art popping up in alleys, game-day crowds rolling through, and the rumble of the waterfront just blocks away. It's equal parts timeless and new, where you can feel the city's past under your feet and its future around the corner. It's authentically Seattle, with a little grit and a lot of soul. **SEATTLE'S FIRST NEIGHBORHOOD IS NOW ITS NEXT NEIGHBORHOOD.**

# IN GOOD COMPANY



FOUNDRY VINEYARDS

Le Terrazzo CARMINE



BROWNE FAMILY VINEYARDS



THE DANDY OF KING STREET CROSSING

CARMINE'S REVOLUTION 1878-1880  
NYC'S LEGENDARY FAMILY STYLE ITALIAN RESTAURANT



BAR SOSTA

84 Yesler



FOUR ELEVEN A WINE LOUNGE  
A CUMBERLAND COLLABORATION WITH BROWNE FAMILY VINEYARDS

locus wines

THE HALL

Death & Co



# BOLD REINVESTMENT AND REVIVAL

Walking through Pioneer Square today, you'll see real capital at work. The ambitious \$180 RailSpur development by Urban Villages has transformed South Pioneer Square into an integrated hub of hospitality, offices, retail, dining, and residences. Anchored by the new Populus – a 120-room boutique hotel – it is thoughtful preservation and reinvention at its best. Perhaps most emblematic of the renewed confidence in Pioneer Square is the arrival of the celebrated New York cocktail bar Death & Co. Their first Seattle outpost is slated to open in spring 2026.

# PIONEER SQUARE IS PIONEERING





SEATTLE AQUARIUM

1.2-1.5M Annual Visitors



1.3M+ Annual Visitors



10M Annual Riders

### SEATTLE'S NEW WATERFRONT

\$400M Annual Business Revenue

15M Projected Annual Visitors



### STADIUM DISTRICT

5.8M Visitors Annually



T-MOBILE PARK

500 Events Held Annually  
2.2M Visitors Annually



300 Events Held Annually  
2.4M Visitors Annually



34.5M Travellers Annually



4.6M Commuters Annually



25M Riders Annually

# PROJECT OVERVIEW

Rising at the heart of Seattle's original neighborhood, the Grand Central Building stands as one of Pioneer Square's most iconic architectural treasures. Originally constructed in the early 20th century, this landmark structure anchors an entire block of historic brick façades, iron storefronts, and the beloved Grand Hall – a legacy pedestrian passageway that connects Occidental Square to the neighborhood's retail spine.





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