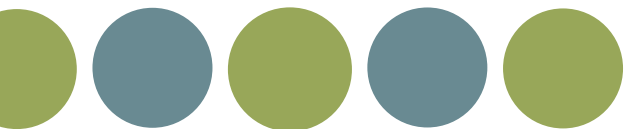


SOOUTH LAKE UNION





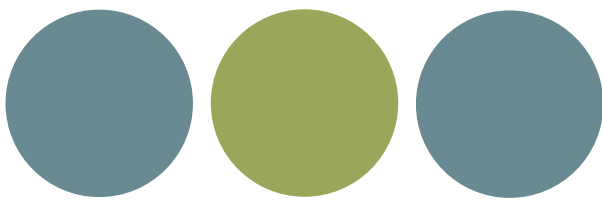
*“It’s great to be in
a neighborhood
that is percolating
with activity.”*

Picture a vibrant urban neighborhood where there’s something for everyone—innovative workplaces, lively restaurants and shops, waterfront boardwalks and parks, year-round entertainment and attractive, eco-friendly residences—all conveniently located within walking distance. This exciting vision is not just any urban planner’s dream, but is now taking visible shape in South Lake Union today.

Nestled in the heart of Seattle between downtown and the Lake Union waterfront, South Lake Union is currently undergoing a remarkable transformation into the ultimate 24-7 urban environment that embodies the best of the Northwest lifestyle. Already a diverse community rich in culture and history, the neighborhood is expected to become even more dynamic over the next few years.

As more employees and residents move into the area, new shops and restaurants have naturally followed. Patrick Coyne opened his pub, Paddy Coyne’s Irish Pub, last summer. “I think what’s happening in the area is great. We already have a core group of regulars from the neighborhood. With more residents moving here this is going to be a true urban neighborhood.” Additional new shops and restaurants in the area include Pande Cameron, Uptown Espresso, Blue Moon Burgers, Bonefish and Slo Joe’s BBQ.

It’s the neighborhood’s dynamic energy that drew Michael Vezzoni to South Lake Union. He recently purchased a home atop the luxurious Pan Pacific Hotel being built at 2200. “I heard about the development a few years ago and was attracted by the neighborhood’s vision,” said Vezzoni. Having purchased on the waterfront and later in Belltown when the two neighborhoods were in the early stages of their own revitalization, Vezzoni is drawn to neighborhoods in flux. “I like to bet on the future and South Lake Union is going to be a much bigger success



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than the waterfront or Belltown. It's going to be a real feather in the city's cap."

Not all of the faces in the neighborhood are new however; Martin Blank is a glass artist who has had a studio in South Lake Union for three years. "It's been great watching the neighborhood grow. Before, we really only had one place to go to for lunch. Now there are so many places to choose from. I especially like Rosalind's Café inside the Rosetta Inpharmatics building. They open the café to the public from noon to 2 p.m. each day. It's a very interesting, eclectic group – construction workers, artists, office workers and scientists all sitting down for a \$5 gourmet lunch."

Martin worked with Dale Chihuly for 10 years before venturing out on his own. His "hot shop," which is one of the top three hot shops in the city, is also in the neighborhood. "The artists who use my facilities are some of the finest in Seattle. We leave the doors open and people from all over the neighborhood come over to watch them craft their designs." In addition to Martin Blank Studios, the Center on Contemporary Art, Consolidated Works, Cornish College of the Arts and the Cinema Seattle office all reside in South Lake Union, creating a vibrant artistic energy.

Education is another important aspect of South Lake Union, with several well-respected independent schools calling the neighborhood home, including Spruce Street School, Morningside Academy and New Discovery School. "People come from all around the city to take their children to New Discovery," said Kate Mortenson, a

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South Lake Union Discovery Center

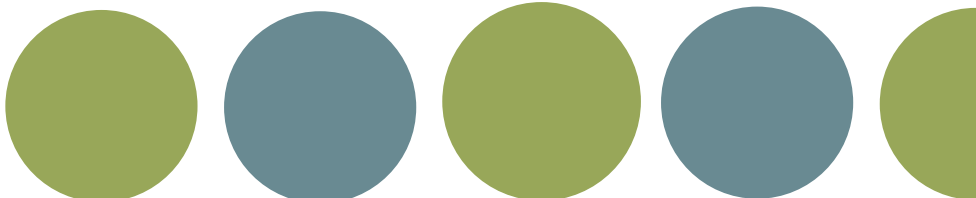
101 Westlake Ave. N. (Phone: 206-342-5900)

VITAL STATS: 11,000 square feet of fun information about South Lake Union and 2200. **APPEALING FEATURE:** More than 80 percent constructed with environmentally friendly and recycled materials.



The South Lake Union Discovery Center makes you feel a lot like a kid in a candy store. • The experience starts out with a glimpse into the past with a time capsule of neighborhood historical artifacts, including the 1904 book "How to Use the Seattle Streetcar". Then you're ushered into the intimate movie theater, and as the lights lower for a short film offering a futuristic look at the neighborhood, you begin to suspect that you're in for something different. At the conclusion of the film, an

orbital-shaped, sliding screen wall opens out into the center of the facility. • And that's when the real fun begins. • As the wall opens, a giant 16x12 foot model of South Lake Union spanning Lake Union to downtown Seattle is revealed. The model offers a detailed dimensional rendering of what the neighborhood will look like in 2010, complete with 3,000 light posts, 5,000 trees and 200 boats. For the keen eye in the group, there's even one well-hidden Waldo. • The scale model includes cultural centers, major employers and life science organizations. A touch of one button lights up present buildings; another, future buildings. Other buttons light up the planned light rail system, Monorail route, and streetcar line. • After you drag yourself away from the model, you can wander among the colorful graphic displays reading about the neighborhood's unique districts, vibrant workplaces, sustainable lifestyle and intriguing shops and restaurants. Virtual reality animated films showcasing South Lake Union developments under construction run continuously throughout the center. • One-third of the Discovery Center is a dedicated sales and information center for 2200, and includes fully furnished model condominium home interiors as well as an eight-foot-tall scale model, three doll-sized models and a design center. For more information, visit www.DiscoverSLU.com.





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board member of the preschool. Her son is enrolled there and they often spend time in the neighborhood, relaxing and playing in nearby Cascade Park and Playground. "Cascade Park is the best spot for relaxing, with or without kids. I'll walk over with my son after school for extra play time. This is a really great neighborhood."

Susan Marie agrees. She's lived in the neighborhood for nearly 10 years. "This neighborhood is the perfect location. I love to head down to the pier by Chandler's to people watch or walk through the Fred Hutchinson campus with my dog, Sam."

"I think the biggest misconception is that this is a neighborhood in planning. South Lake Union is an ever-evolving, dynamic neighborhood. People live in South Lake Union; they enjoy the parks and the waterfront; they work in offices, research facilities, boutique shops and restaurants. Yes, we have some truly exciting changes coming in the near future, but this is very much a neighborhood to visit today," said Ada M. Healey, vice president of Vulcan Inc., a major developer and land owner in the neighborhood.

Doug Wood, chief operating officer for Tommy Bahama (the famed island-inspired clothing and accessories company), moved the company's headquarters to South Lake Union in January of this year. "In the few months since we've moved into our new building, the number of places that have opened has been fantastic," said Doug. "It's great to be in a neighborhood that is percolating with activity."

His employees have enjoyed their new address as well. "It's an exceptionally easy commute and a very pedestrian-friendly neighborhood. In minutes, we can walk down to one of the lakefront restaurants like Chandler's or Duke's Chowder House for a business lunch. And the Summer Nights concerts at Lake Union are an added bonus – our employees are already jockeying for space on our deck."

In addition to Tommy Bahama, three other major employers have moved into the neighborhood over

2200 2200 Westlake Ave. (Sales Center is located at 101 Westlake Ave. N., complete with scale model and doll houses showing three-dimensional floor plans and model home vignettes.)

VITAL STATS: 500,000-square-foot condominium, hotel and neighborhood retail center

APPEALING FEATURES: 261 condominiums; 161-room Pan Pacific Hotel; Whole Foods organic urban grocer; Bank of America; open European-style plaza; day spa; restaurants; 18-seat private theater; fitness facility; and much more!

To call 2200 a success would be a bit of an understatement. Within a week after opening its Sales Center to the public, more than 85% of the 261 homes were sold. • "We knew that as soon as word of 2200's unique offerings became public, the demand for the condominiums would be significant," said Julie McAvoy, sales director for 2200. "But the response we received at our grand opening was astounding. It proved that Seattle has long been waiting for just this type of five-star community." • Scheduled for completion in the fall of 2006, 2200 spans for more than two and a half acres and will include a Whole Foods Market and Pan Pacific Hotel. All of the residents in the three residential towers will be able to take advantage of hotel services, including personal shopping, maid and butler services, and in-home dining and massage services. • "Our tagline is 'where service is an address,' which really says it all. I mean, where else can you order up room service from the comfort of your home or ride down the elevator to find a grocery store, cafes, day spa and other services right outside your door? It's not just a new place to live – it's an entirely new way to live," said Julie. For more information, visit www.live2200.com.



the past year, including life science research organizations Seattle Biomedical Research Institute, Rosetta Inpharmatics/Merck, and the UW School of Medicine research facilities.

"The research that the various life science research organizations are doing in South Lake Union is incredibly inspiring," said Ada. "These scientists are working hard to cure diseases that impact everyone's friends and families—from breast cancer to tuberculosis to heart disease." In fact, the Fred Hutchinson Cancer Research Center, a longtime South Lake Union neighbor, has three Nobel laureates on its staff.

Excitement for both the today and tomorrow of South Lake Union continues to brew everywhere you turn in this urban mecca. In fact, future 2200 resident Michael Vezzoni's excitement about the neighborhood has spilled over into his work. As lead bartender for the Fairmont Olympic Hotel, he's created a martini in honor of the development. Appropriately named Martini 2200, it hasn't made the drink menu yet but Michael is more than happy to make one for anyone who comes in and requests it – perhaps after a day spent exploring South Lake Union.

MARTINI 2200

In a mixing glass filled with ice, pour:

- 1 oz. Hpnotiq (blue colored, tropical flavored liqueur)
- 1 oz. Grey Goose Vodka
- 1 oz. Bombay Sapphire Gin
- 1 oz. Lemon Juice (fresh squeezed)
- 1 oz. White Cranberry Juice
- Shake and strain

GARNISH: One medium sized mint leaf placed in the middle of the martini.



2201 Westlake

Southwest corner of Denny Way and Westlake Avenue

VITAL STATS: 2 TOWERS; 132 CONDOMINIUMS; 20,000 SQUARE FEET OF RETAIL; 300,000 SQUARE FEET OF OFFICE SPACE **APPEALING FEATURES:** FABULOUS VIEW HOMES AND OFFICES; STREET LEVEL SHOPS; ECO-FRIENDLY CONSTRUCTION

Construction won't start until later this year, but more than 100 enthusiastic homebuyers have already signed up on the reservation list for 2201 Westlake.

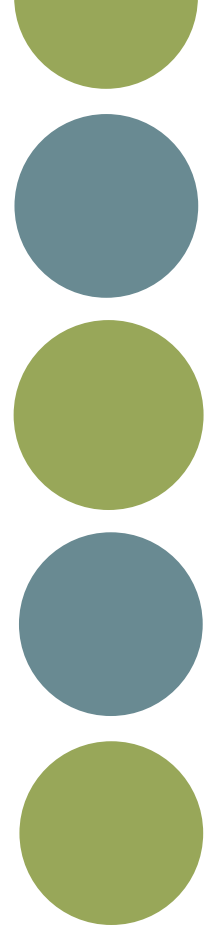
The striking new two-tower project is planned for the southwest corner of Westlake Avenue and Denny Way along the gateway to South Lake Union. Located across the street from 2200, which is currently under construction, 2201 Westlake will add new retail, office space and condominiums to the growing neighborhood. • As with many of its buildings in South Lake Union, Vulcan is designing the development as a high performance "green" building. It is specially designed with features to conserve water and energy, reduce waste and create a healthier living and working environment. • "Right across the street, homeowners will be able to shop at the Whole Foods Market or pick up essentials at the many shops within walking distance," said Jeff Sharp, a development manager for Vulcan Inc. "In addition, the homes and offices will have some incredible views of downtown and Lake Union. That, combined with a lively streetscape, will really add to the community's appeal." For more information, visit www.VulcanRealEstate.com.



Parks and Green Spaces

What better way to spend a beautiful Seattle summer day than at a park – better yet, a lakefront park? • Located on the waterfront, South Lake Union Park is preparing to undergo a major renovation which will transform the 12-acre park into a stunning waterfront gathering place for the region as well as a venue for special events, such as this summer's concert series, the Cingular Summer Nights at South Lake Union. Renovation for the park will begin later this year, with final completion scheduled for 2008. • "South Lake Union Park will be all about connecting to the water, with everything from a model boat pond, big and small fountains to play in, and a trail celebrating our maritime heritage," explained Karen Daubert, executive director of the Seattle Parks Foundation. • A few minutes south of South Lake Union Park, Cascade Park recently completed a major renovation of its own. Through a public-private collaboration between the City of Seattle, Vulcan Inc., PEMCO and Harbor Properties, Cascade Park was transformed into a more eco- and people-friendly park. • Improvements include a connection to the P-Patch, large open spaces and plenty of play structures for the children in the neighborhood.





Neighborhood Districts

Quick – what do a seaplane pilot, Nobel Prize winning scientist, art student and boat builder all have in common?

If you didn't immediately answer South Lake Union, you haven't been paying attention. Bounded by Highway 99 to the west, I-5 to the east, Denny Way to the south and Lake Union to the north, the neighborhood is made up of five distinct districts, each with its own personality. A typical day in South Lake Union is anything but typical.

Keep this list of "to-do's" and "can't wait to-do's" handy for your next visit to the neighborhood.

Gateway District

As the gateway to South Lake Union, the Gateway District will experience some truly dramatic changes in 2006.

What's Now:

- Inspire your own creative juices by taking in the art and musical, dance and theater performances at the Cornish College of the Arts.
- In the mood for, well, almost anything? Head over to 13 Coins, Seattle's most popular 24-hour dining spot.
- Visit the South Lake Union Discovery Center to learn more about the neighborhood's past, present and future.

What's Next:

The future home of 2200, it all begins here:

- Pick up a fresh organic lunch at Whole Foods urban grocer.
- Grab a bite to eat at one of the many new restaurants and cafes at 2200.
- Properly impress out of town guests by booking a room for them at the Pan Pacific Hotel.

Lakefront District

Already a popular destination neighborhood for Seattle-ites, the Lakefront District boasts several amenities, including the future 12-acre South Lake Union Park.

What's Now:

- Learn to sail at the Center for Wooden Boats.
- Hop a ride to the islands on a seaplane.
- Catch a summer concert at the Cingular Summer Nights at Lake Union.

What's Next:

- Walk along the boardwalk at the new South Lake Union Park.
- Watch model boats take a spin in the model boat pond.
- Take a break at a sidewalk café on quiet Valley Street to people watch.

Cascade Neighborhood

One of Seattle's oldest neighborhoods, the Cascade Neighborhood has been welcoming new businesses and residential communities over the past year.

What's Now:

- Bring out the kid in you at the newly renovated Cascade Park.
- Shoot pool and catch a local band at Mars Bar.
- Scale the Pinnacle Climbing Wall at REI.

What's Next:

- Go window shopping or grab a bite to eat at Alley24.
- Enjoy fresh cinnamon rolls from a local bakery.
- Go on a neighborhood art walk.

Westlake-Terry District

As the commercial spine of South Lake Union, the Westlake-Terry District is undergoing an amazing transformation that has progressed rapidly over the past several months.

What's Now:

- Learn to fence at Salle Auriol Seattle.
- Grab an organic hamburger at Blue Moon Burgers.
- Buy some great furniture at David Smith & Co.

What's Next:

- Hop a ride to South Lake Union Park on the streetcar.
- Stroll along the brick streets of Terry Avenue.
- Shop at one of the new home stores on Westlake Avenue.

8th Avenue District

The 8th Avenue District is home to some of Seattle's most established businesses, including Ivey Imaging, Jones Soda and Glazer's Camera as well as the new UW School of Medicine research facilities.

What's Now:

- Go to a yoga class during your lunch break at Seattle Unity Church.
- Watch glass blowers bring graceful images to life at the Martin Blank Hot Studio.
- Enjoy a relaxing massage and authentic Russian banya (steam room and spa) experience at Banya5.

What's Next:

- Visit a neighborhood artist's gallery.
- Stroll along the tree-lined streets of brownstone town homes on 8th Avenue.
- Sip a cappuccino at a sidewalk café.



8th Avenue

Westlake/
Terry

Lakefront

Cascade

Gateway

Healthy Buildings

One of the most impactful ways to foster a sustainable community is to start with the physical environment—namely, the structures in which we work and live. In South Lake Union, many buildings are being designed and constructed to qualify for LEED certification (Leadership in Energy



and Environmental Design). LEED is a nationally recognized program established by the U.S. Green Building Council to guide and encourage the design of healthy, resource efficient and environmentally responsible buildings. • These “high performance” sustainable buildings are built from recycled products and run efficiently and relatively inexpensively, by offering features and energy saving systems that conserve water and energy, and promote wellness with environmentally sensitive materials, natural light and cleaner air – creating more comfortable and inviting places to live and work.

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SPECIAL ADVERTISING SECTION

Alley24

223 Yale Avenue N.

VITAL STATS: 4 buildings; 172 apartments; 28,000 square feet of retail; 185,000 square feet of office space

APPEALING FEATURES:

Boutique shops, cafes and restaurants; European-style pedestrian walkway



What do you get when you combine creatively designed homes, a century-old laundry advertisement and a European-style walkway? The answer is "Alley24," one of the most eclectic developments to be built in Seattle in a long time. • Located just across the street from REI in the Cascade neighborhood, Alley24 is currently under construction and set to open in spring 2006. • "We think of Alley24 as a project with many faces because it features homes, shops, offices

and lofts," said Scott Matthews, director of development for Vulcan Inc., the project's developer. "It will really add a special urban flavor to the area, drawing people from all around the city." • The building will feature a European-inspired alleyway that runs through the center of the property, creating a wide pedestrian walkway, similar to our own Post Alley in Pike Place Market. • Shoppers, residents, and office workers can stroll through the welcoming walkway-

window shopping or stopping to sip their morning lattes on benches. The design also includes a sky bridge arching over the alleyway to connect two of the four buildings. • The building's designers also preserved the Richmond Laundry's brick façade on the residential side of the development. Some of the apartment homes on the street level will have exposed interior brick walls, which is truly unusual in a new apartment building. In fact, one of the original brick walls includes an almost century-old advertisement for the laundry facility featuring the organization's mascot, "Mrs. Prim." One lucky resident will have the antique image grace their apartment's walls. • In addition, Alley24 will be the new world headquarters location for NBBJ (also the building's architect) and the Seattle office of Skanska USA Building Inc. It also features numerous eco-friendly features to help conserve natural resources and reduce waste. The project is co-owned by PEMCO and Vulcan Inc. For more information, visit www.VulcanRealEstate.com.



Alcyone Apartments

301 Minor Avenue N. (across from Cascade Park)

VITAL STATS: 162 apartments with a pub and restaurant on street level **APPEALING FEATURES:** Pet friendly (even big dogs!); rooftop garden; community room with pool table; Flex Car; and so much more!

Not all of the new homes in South Lake Union are under construction. Alcyone Apartments opened last

summer and residents have quickly fallen in love with its location in the Cascade neighborhood. • "I just love that this neighborhood is so quiet and peaceful," said Teena Simmons, who moved into her apartment last August. "And everyone is so friendly. Whenever I walk my greyhound Cruiser, people stop to chat with me. I've become friends with everyone from the kids waiting for the school bus to the construction workers working on Alley24." • Teena also enjoys the inclusive atmosphere at Alcyone. "This community is the friendliest, most welcoming building I've ever lived in. You really become friends with your neighbors. Just the other day some of us decided we wanted to get together for an impromptu barbecue and we ended up spending the entire evening together. I've lived in Belltown, Normandy Park and Mill Creek - this neighborhood far surpasses all others." • And it's not only residents that can enjoy Alcyone. The building is also home to the popular Paddy Coyne's Irish Pub - a great place to stop by after work for a Guinness and fish and chips. Visit www.alcyoneapartments.com.

Community Connections

Imagine an end to the "Mercer Mess" - now picture a multi-lane, two-way boulevard lined with trees, shops and cafes.

The Seattle Department of Transportation is currently studying ways of improving safety and mobility along Mercer and Valley streets in the South Lake Union neighborhood. Mercer could be reconfigured into a two-way, tree-lined boulevard, and Valley Street could be narrowed to create a quiet, pedestrian-friendly lakefront street. These changes would provide smoother traffic flow and



make South Lake Union Park easily accessible by pedestrians, bicyclists and transit riders. • Another transportation system planned for South Lake Union is a streetcar line to circulate through the neighborhood and connect to downtown and regional transportation systems such as buses, light rail or the monorail. This system will make it possible to easily move from place to place without ever stepping foot in a car. Find out more at www.buildthestreetcar.org.



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For more information on South Lake Union, call (206)342-5900 or visit us at 101 Westlake Ave., www.DiscoverSLU.com