



Downtown Seattle Association
 206-623-0340
 info@downtownseattle.org
 www.DowntownSeattle.com

Central Business District

2011 Neighborhood Profile

Neighborhood profiles provide a snapshot of data for Downtown Seattle neighborhoods. Each year the most recent available data is used for demographics, employment, street-level businesses and pedestrian counts. For demographics and employment, census tract level data is combined to provide the best approximation of neighborhood boundaries. The Central Business District includes the Retail Core, West Edge and Waterfront neighborhoods.



- Neighborhood Boundary
- Census Tract Boundary

Downtown's Retail Core is home to the largest shopping amenities in Downtown Seattle (Pacific Place and Westlake Center) as well as major department stores such as Nordstrom's flagship and the Downtown Seattle Macy's. A variety of public events such as the Holiday Carousel and summer Out to Lunch Concerts happen here.

West Edge, nestled between Seattle's Waterfront and Retail Core and stretching from Pioneer Square to Belltown, is a neighborhood for boutique shops and includes the iconic Pike Place Market. It is also home to the Seattle art Museum and Benaroya Hall, making it a thriving center for arts related businesses in Downtown Seattle.

The Waterfront offers scenic views of Elliott Bay and the mountains beyond as well as popular attractions including the Seattle Aquarium, Washington State Ferries and an assortment of seafood restaurants.

Neighborhood Highlights

- The CBD saw a smaller than average percent increase in population and housing than other Downtown neighborhoods, with a 20 percent increase in population and a 21 percent increase in occupied housing between 2000 and 2011.
- The CBD had the second highest per capita income in 2000 among Downtown neighborhoods, but the third highest in 2011. However, the area had the highest household income both years.
- The CBD has the largest share of Downtown Employment. Among Downtown neighborhoods, the CBD saw the second largest decrease in employment from 2000 to 2010 (20 percent).
- The Waterfront and Retail Core neighborhoods have a higher percentage of their businesses in the business type "Restaurants, Bars & Cafes" than any other neighborhood with 36 percent of those in the Waterfront and 34 percent in the Retail Core belonging to this business type. West Edge is the neighborhood with the highest percent retail businesses, with 56 percent of businesses there falling into this category (in most other neighborhoods, service businesses are in the majority). West Edge also has both the highest number and highest density of street level businesses Downtown. There are 357 retail businesses at street level in West Edge. That's 30 percent of the 1,172 total retail businesses Downtown.

Demographics

	2000	2011
Population	6,352	7,619
Total Housing Units	4,528	5,689
Occupied Housing Units	3,923	4,743
Owner Occupied Units	19%	19%
Family* Households	17%	17%
Average Household Size	1.62	1.61
Income		
Per Capita Income	\$36,232	\$45,735
Average Household Income	\$55,483	\$70,412
Median Household Income	\$25,941	\$34,974
Education (Age 25+)		
Associates Degree or Higher	45%	50%
Age		
Female Median Age	46.5	47.9
Male Median Age	40.5	45.1

Source: Demographic information was provided by The Nielsen Company, 2011. The U.S. Census Bureau defines "family" as "A group of two or more people who reside together and who are related by birth, marriage or adoption".

Employment

	2000	2010
Construction	1,180	878
Finance, Insurance, Real Estate	17,080	13,527
Manufacturing	6,743	460
Retail & Services	56,363	49,150
Wholesale Trade, Transportation & Utilities	3,944	2,822
Education	20	81
Government	12,252	11,467
Total	97,582	78,385

Source: Covered Employment Estimates from the Puget Sound Regional Council. Estimates are based on those employees covered by state unemployment insurance. To create comparable categories between 2000 and 2010, retail and services were combined.

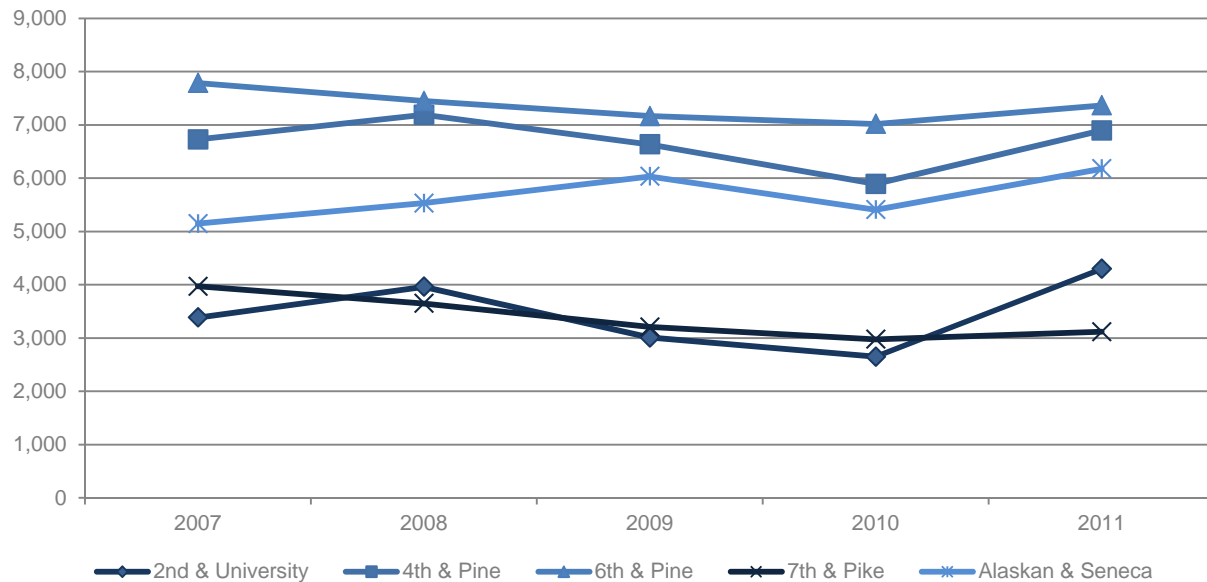
Street Level Businesses

	Retail Core		Waterfront		West Edge	
	2007	2011	2007	2011	2007	2011
Education	2	3	3	3	3	3
Government	6	6	1	2	3	2
Housing	9	10	3	3	19	25
Industrial						
Retail	225	188	17	15	378	357
Merchandise & Gifts	67	71	9	9	112	148
Clothing & Accessories	114	84	3	3	109	75
Arts-related	7	5	1		48	44
Other Retail	37	28	4	3	109	90
Services	389	360	48	44	230	245
Restaurants, Bars, Cafes	204	193	24	24	133	145
Professional Services	43	29	7	5	34	29
Personal Services	35	43	3	3	26	33
Other Services	107	95	14	12	37	38
Total Street Level Businesses	631	567	72	67	633	632

Source: Metropolitan Improvement District 2011 Street Level Business Inventory (Includes businesses accessible from street level and select Downtown shopping centers). Comparable data are available for all Downtown neighborhoods since 2007.

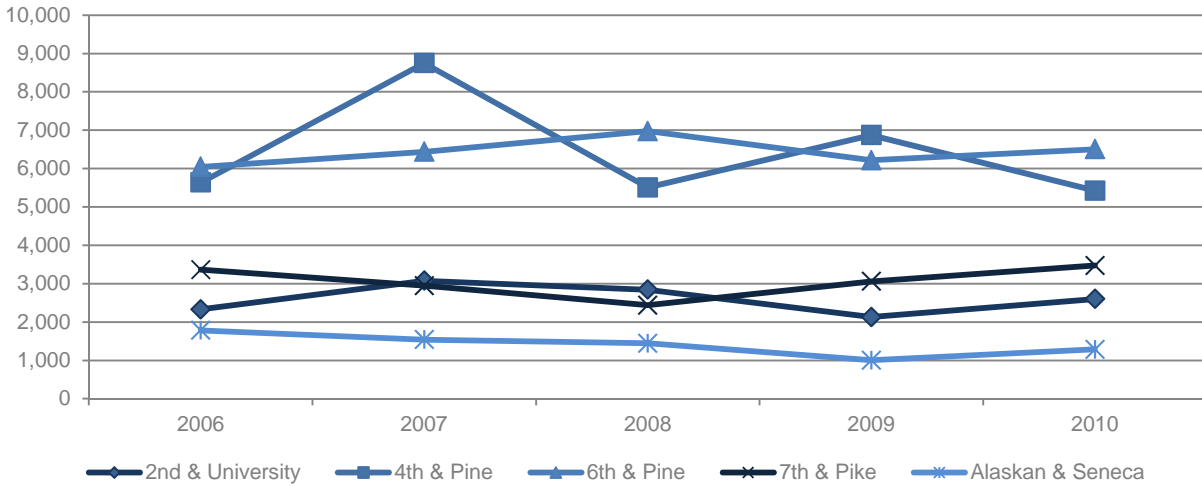
Pedestrian Counts

Summer CBD Pedestrian Counts



Counts represent the sum of three shifts: 7:30 am to 9:00 am; 11:30 am to 1:00 pm; and 4:00 pm to 5:30 pm.

Holiday CBD Pedestrian Counts



Counts represent the sum of three shifts: 7:30 am to 9:00 am; 11:30 am to 1:00 pm; and 4:00 pm to 5:30 pm.

Additional CBD sites were added in summer 2011. There have not been enough counts at this site to assess trends.

Summer 2011 Counts for additional Central Business District sites

Alaskan & Pike Street Hill climb	5,172
5th & Olive	8,168
2nd & Pike	5,486