

# BLAKELEY STREET PROPERTIES



## PROPERTY QUICK FACTS

**Location :** University Village

**Address:**  
2929-2931 NE Blakeley Street  
Seattle, WA 98105

**Land Area:** 24,428 SF

**Zoning:** C1-55 (M)

**Existing Improvements:**  
14,111 SF multi-tenant flex space

**Parcels:**  
092504-9244, 092504-9378

**Estimated Development Capacity:**  
90 – 104+ units / ~10K SF retail

**Ground Lease: Multifamily or Mixed-Use Development Opportunity**

**PROPOSALS DUE:**  
Friday, May 30, 2025 at 5:00 pm PST

**HEARTLAND**

Heartland, LLC | heartlandllc.com | 801 2nd Ave, Suite 614, Seattle Washington 98104

Ben Wharton 206-805-2467 [bwharton@htland.com](mailto:bwharton@htland.com) | Doug Larson 206-351-7171 [dlarson@htland.com](mailto:dlarson@htland.com)

# PROPERTY SUMMARY

**The Blakeley Street Properties** (“Blakeley”, or the “Property”) present a compelling opportunity for multifamily or mixed-use development. Located immediately adjacent to the Burke-Gilman trail just outside of University Village, future residents will be walking distance from world-class shopping and entertainment in one of Seattle’s most transit- and amenity-rich urban village hubs.

The Property is currently owned by the University Book Store (the “Book Store,” or “UBS”) and is operating as a multi-tenant flex industrial property. The Book Store previously used the Blakeley site for storage, shipping, and receiving but no longer occupies any space and manages it as an income property. The Property currently has five (5) tenants and one (1) cell tower lease with outside lease expiration date of June 30, 2026. All current lease structures are triple-net (NNN).



## 1 2929 NE Blakeley Street

PARCEL #: 092504-9244

LAND AREA: 20,327 SF

ZONING: C1-55

## 2 2931 NE Blakeley Street

PARCEL #: 092504-9378

LAND AREA: 4,101 SF

ZONING: C1-55

**LAND AREA TOTAL: 24,428 SF**

TENANT	LEASED SF*	CURRENT RENT / MO	RENT/YR	RENT PSF / YR	CURR TERM EXP**
Alpha Martial Arts, LLC	2,477	\$5,300	\$63,600	\$25.68	6/30/26
AMA4, LLC	2,100	\$3,675	\$44,100	\$21.00	6/30/26
First Sail Group, Inc. aka Spacecraft	1,400	\$3,000	\$36,000	\$25.71	6/30/26
Verizon Wireless	--	\$3,900	\$46,800	--	6/30/26
Redemption Church Seattle	1,409	\$1,900	\$22,800	\$16.18	12/31/25
Sound Baseball LLC	6,725	\$5,250	\$63,000	\$9.37	6/30/26
	<b>14,111</b>	<b>\$23,025</b>	<b>\$276,300</b>	<b>\$19.58</b>	

\*Note that leased square footages may not reconcile precisely with BOMA calculations. Please refer to the due diligence link on page 10 for more information.

\*\*Sound Baseball (Jun-28), Alpha Martial Arts, LLC (Jun-29) and AMA4, LLC (Jun-29) have extension options which run out beyond 2026 but these leases have landlord termination rights with 6 – 12 months notice.

# ZONING OVERVIEW

The Property has flexible C1-55 (M) zoning with an allowable base floor area ratio ("FAR") of 3.75 per [Seattle Municipal Code \("SMC"\)](#).

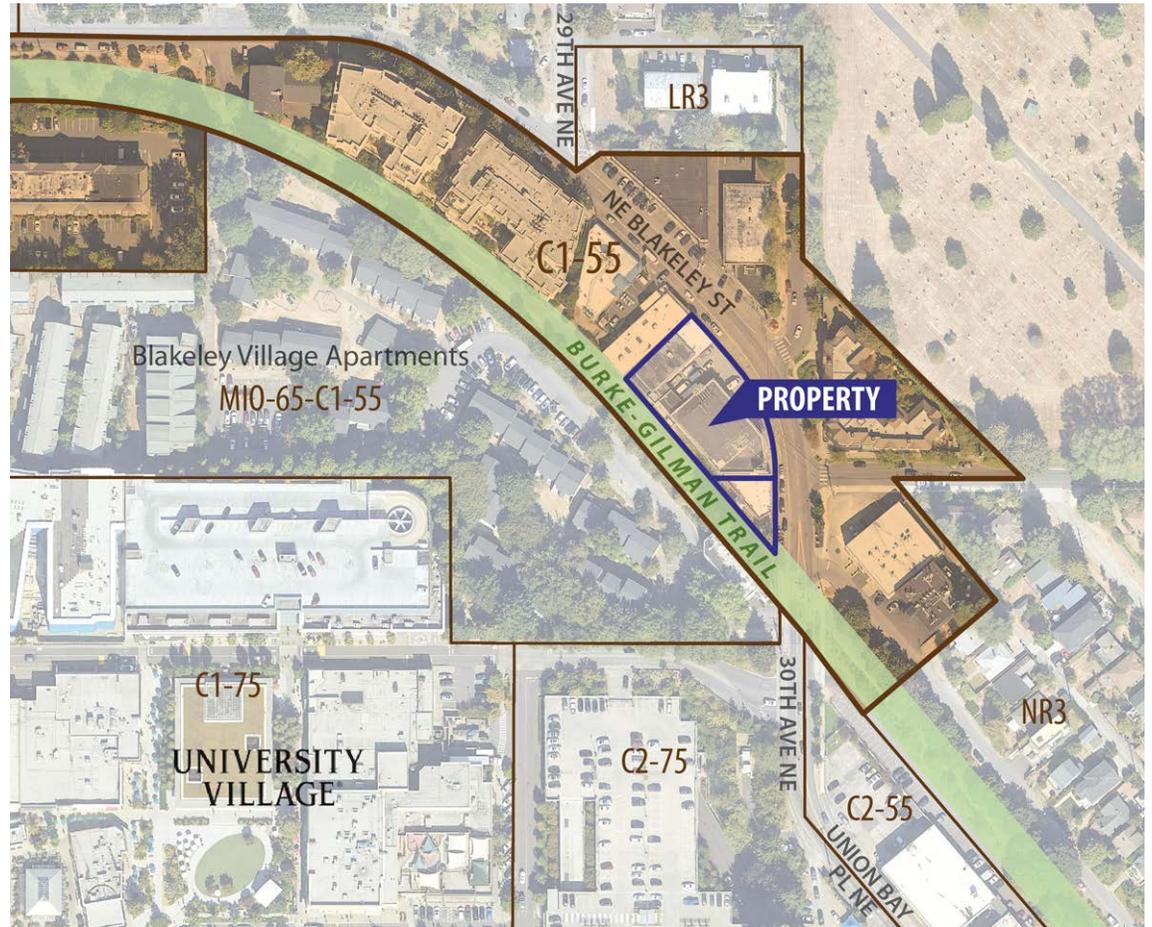
Preliminary massing estimates suggest a new multi-family or mixed-use project could achieve a yield of 90 – 104+ units.

ZONING SUMMARY
<b>Height Limit:</b> 55 feet
<b>Total Land Area:</b> 24,428 SF
<b>Floor Area Ratio (FAR):</b> Maximum of 3.75
<b>Est. Buildable SF:</b> 91,605 SF
<b>Allowed Uses:</b> Agricultural uses, Eating and drinking establishments, Restaurants, Food processing, Laboratories, Lodging uses, Medical services, Offices (35k sf max), Sales and services, Religious facilities, Child care centers, Live-work units, Light manufacturing, Residential uses
<b>Setbacks:</b> None
<b>Height Limit Bonus:</b> Two (2) feet for insulation, soil for landscaping, roof decks above roof structure if enclosed by parapets; Seven (7) feet for solar collectors; 16 ft for stair and elevator penthouses
<b>Parking Requirement:</b> U-District Parking Impact Area (1 / unit < 2BR, 1.5 space per 2BR, 1.75 space per 3BR) – <b>50% reduction available due to frequent transit area</b>
<b>Street-Level Retail Requirement:</b> None
<b>MHA Fee \$ PSF:</b> \$18.55*

*NOTE: The above summary is for guidance only and all details should be verified with a professional architect and land use attorney. (Source: Public47 Architects)*

\*\$18.55 is residential rate, \$10.01 per chargeable square foot for commercial space, with first 4,000 sf of commercial space exempt at the street level.

Please refer to [SMC](#) for MHA fee requirements. The property is believed to be located in a "medium" zone for the purposes of MHA fee calculation.



# CONCEPTUAL MASSING & DEVELOPMENT FLOOR PLANS

The Property is an attractive candidate for future mixed-use development. A preliminary feasibility study has been completed by Public47 Architects and shows potential for 90 – 104+ units with ground-floor retail.

The Property has ample space to meet and exceed the minimum parking requirement with one tray of below-grade parking. Amenities include a rooftop deck with Mt. Rainier, Husky Stadium, and Lake Washington views, a courtyard plaza with views through to the Burke-Gilman trail, space for retail businesses, and ample vehicle and bike parking.

Note that there are high-voltage power lines which run adjacent to the site and present a 14-foot required radial setback or need to be undergrounded. Scheme A as shown assumes the high-voltage lines remain “as-is” while Scheme B assumes they are undergrounded.

	SCHEME A	SCHEME B
<b>Underground Power:</b>	No	Yes
<b>Unit Count:</b>	90	104
<b>Avg Unit Size (SF):</b>	637	593
<b>GSF:</b>	86,254	91,967
<b>NRSF:</b>	68,716	71,620
<b>Commercial SF:</b>	11,350	9,900
<b>Available FAR Utilization (%):</b>	94%	100%
<b>Parking Spaces:</b>	67	66
<b>MHA - Pay (Est. Fee Amount, \$M):</b>	\$1.5	\$1.6
<b>MHS - Perform (# of Units):</b>	5	6

Source: Public47 Architects

SCHEME A



SCHEME B



Potential view north from 5-story building



Potential view south from 5-story building

# TRANSACTION BACKGROUND



The University Book Store serves as the UW's official bookstore. UBS operates as a for-profit corporate trust with a mission to serve and benefit UW students, faculty, and staff. It is governed by a Board of Trustees comprised of five students, four faculty, one UW administrative staff member and the CEO.

**The property is being offered for development under a ground lease. The Book Store is seeking a development partner under a ground lease structure.**

The University Book Store is an independent corporation which maintains a close affiliation with the University of Washington but is separately governed and managed.



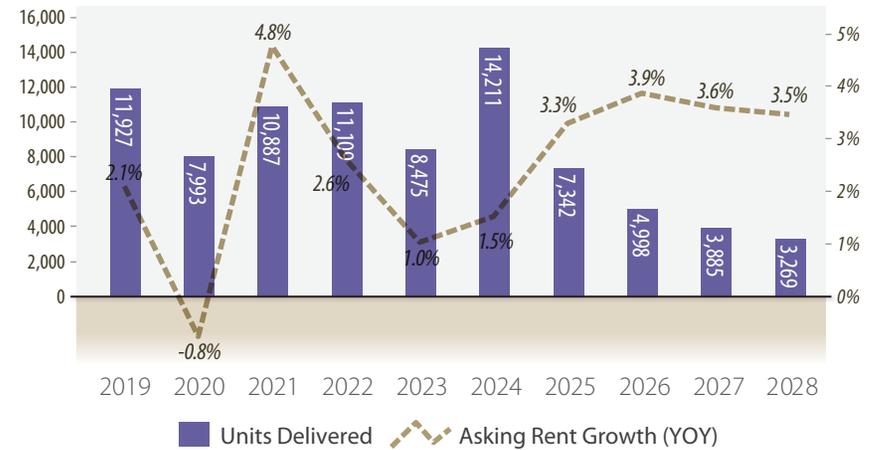
# MARKET OVERVIEW

Apart from the former Safeway site under development by Quarterra, very little new multifamily supply is in the development pipeline in the northeast Seattle/ University Village submarket. With construction at historic lows and absorption outpacing new deliveries, Blakeley presents an attractive development opportunity as a project of scale in an A+, transit-rich location.

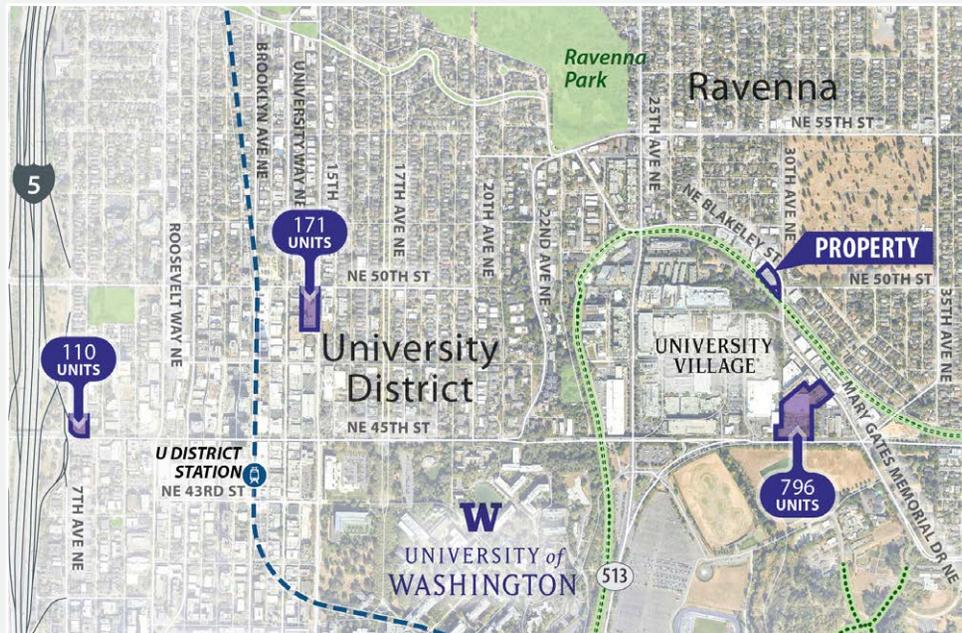
Despite persistently elevated cost of financing, the average capitalization rate for the Seattle multifamily market is hovering in the low 5.0% range. (Source: CoStar, Kidder Matthews)

Rent growth is projected to be approximately 3.3% in 2025 and range between 3.5% to 4.0% thereafter, as the development market returns to a balanced and then a growth phase, indicating that recent new supply will have been absorbed and strength returns to the market. (Source: CoStar, Heartland LLC)

## SUPPLY & DEMAND – SEATTLE MSA



## MULTIFAMILY MARKET OVERVIEW



Rendering of the planned 796-unit Quarterra project, located just southeast of the Blakeley Street Properties.

# SUBMARKET CONTEXT

The Property is located within the University Village submarket, a retail hub with world-class shopping within walking distance. Residents have easy access to top-tier medical institutions, including Seattle Children's and University of Washington Medical Center ("UWMC"). Proximity to the UW translates into vibrant cultural and entertainment opportunities, making the location appealing for students, staff, and faculty at the University of Washington. This location is among the most transit-rich in the Seattle area, with close proximity to the Link light rail, I-5, and bus lines connecting this location to all of greater Seattle and the Eastside.



## RECREATION

1	Burke-Gilman Trail
2	Ravenna Park
3	Pathways Park
4	Union Bay Natural Area
5	UW Intramural Activities (IMA)
6	Fritz Hedges Waterway Park
7	University Playground

## CULTURE

8	Center for Urban Horticulture
9	Husky Stadium
10	Meany Center for the Performing Arts
11	Henry Art Gallery
12	Burke Museum
13	Neptune Theater

## GROCERY & RETAIL

14	University Village
15	QFC
16	55th St Retail Corridor
17	Metropolitan Market
18	Sand Point Village
19	University Way Retail Corridor
20	Target
21	Bartell Drugs
22	H Mart
23	Trader Joe's
24	Safeway
25	University District Farmer's Market
26	Roosevelt Way Retail Corridor

## HOTEL

27	Silver Cloud Hotel
28	The Graduate Hotel
29	Residence Inn
30	Watertown Hotel
31	University Inn

## MEDICAL FACILITIES

32	Seattle Children's Hospital
33	UW Medical Center - Montlake

# UNIVERSITY VILLAGE

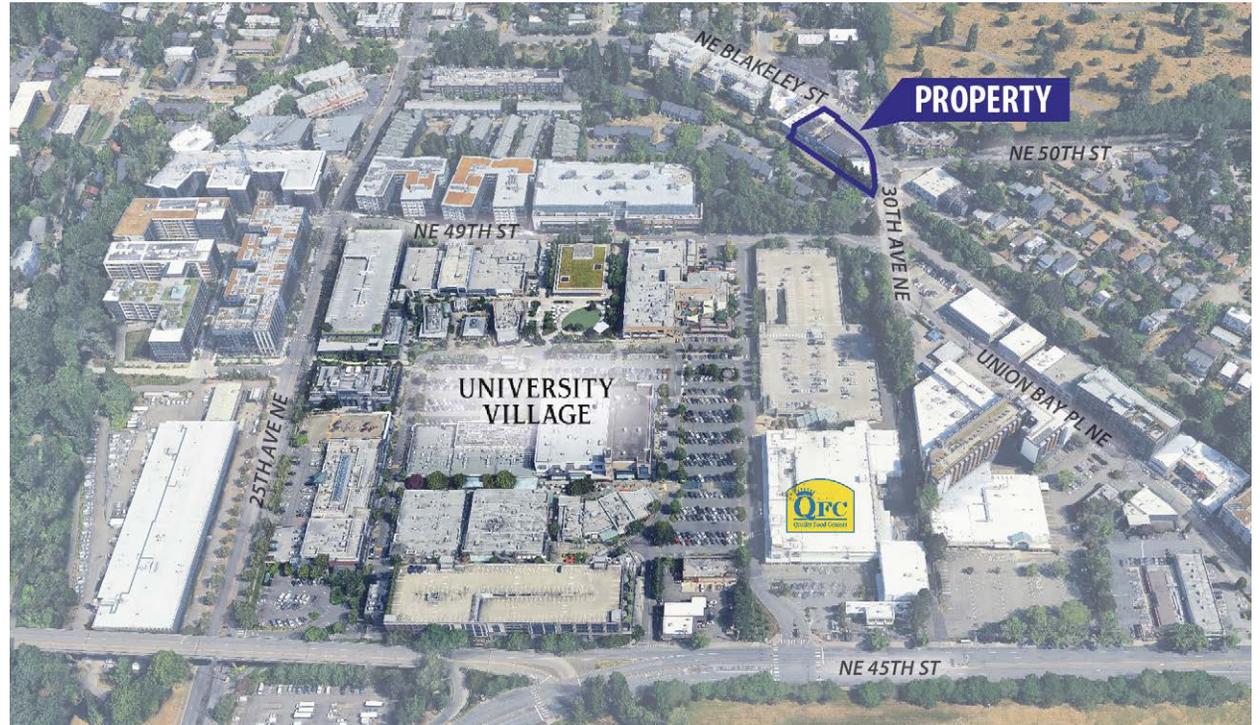
## University Village: The Pre-Eminent Retail Destination in the Pacific Northwest

Originally constructed in 1956, *University Village* has evolved into a world-class shopping destination, setting the standard for retail excellence in the Pacific Northwest. Strategically located just minutes from the University of Washington, its 24-acre open-air campus blends an unparalleled selection of premier international brands, upscale dining, and a welcoming ambiance.

University Village is home to flagship stores of iconic brands, like Apple, Gap, and Pottery Barn, offering a diverse mix of high-fashion, cutting-edge technology, and unique local boutiques. Notable retailers include Vuori, Crate & Barrel, Restoration Hardware Gallery, Room & Board, Sephora, Banana Republic, lululemon, and Tesla. Complementing this retail lineup is a curated selection of local and national food and beverage establishments such as Din Tai Fung, Chipotle, Evergreens, and Molly Moon's.

University Village has benefited from long-term owner-operators with dedicated, tenured staff. University Village has more than doubled its number of businesses over the years, transforming from a neighborhood center into the preeminent retail destination it is today.

As a testament to its enduring success and relevance, University Village continues to adapt to evolving consumer preferences while maintaining its reputation as one of the premier retail destinations in the Pacific Northwest. Its rich history, diverse tenant roster, and unwavering commitment to quality ensure that it will remain a cherished destination for many years to come.



FOOD & DRINK
Chipotle
Din Tai Fung
Evergreens
Hokkaido Ramen Santouka
Molly Moon's Ice Cream
Shake Shack
Starbucks
Trophy Cupcakes & Party

RETAIL
Apple Store
Banana Republic
Eddie Bauer
Gap
J.Crew/Crewcuts
Pottery Barn
Sephora
Williams Sonoma

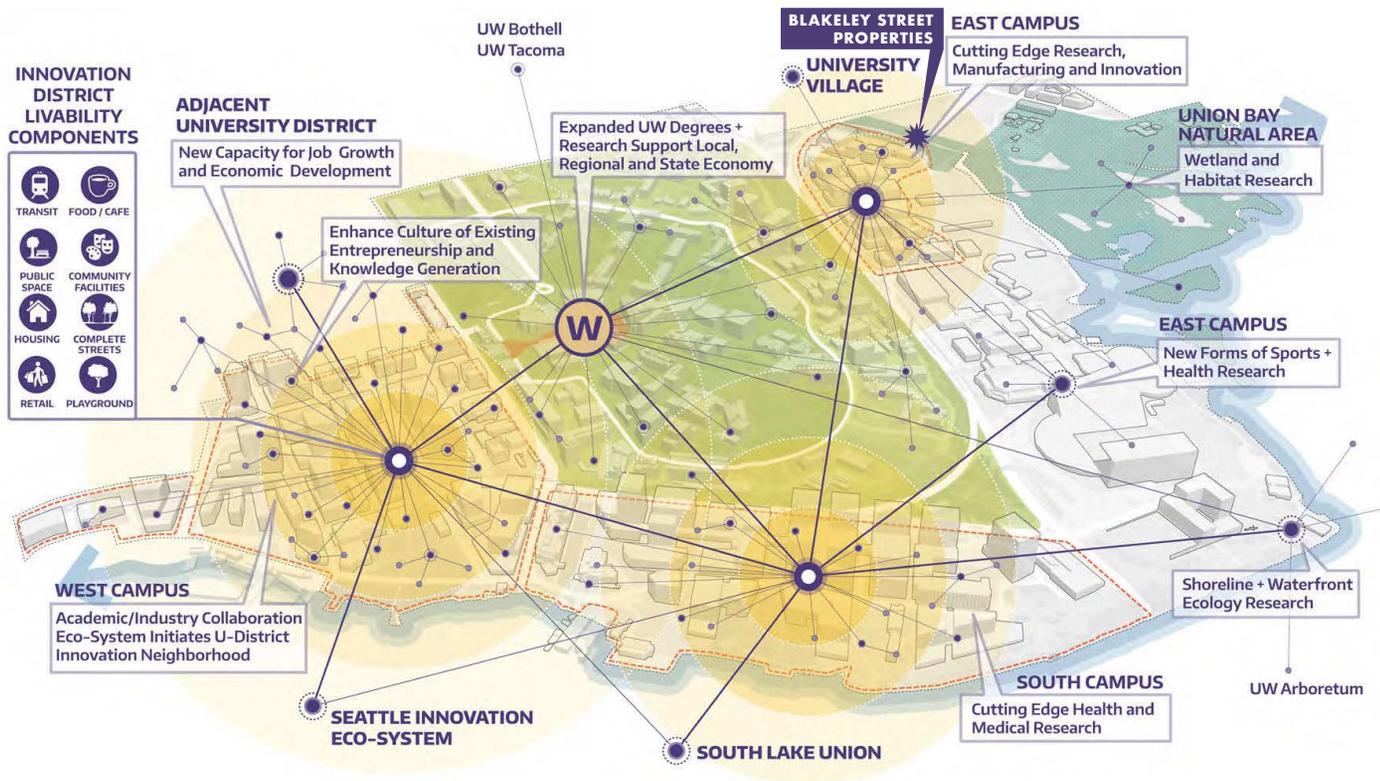
SERVICES
AT&T
Bank of America
Bright Horizons Child Care
Gene Juarez Salons & Spas
Market Optical
Metropolitan Pilates
Virginia Mason Franciscan Health
Warby Parker

# THE UNIVERSITY OF WASHINGTON

The UW's renown, particularly in the engineering, computer science, and life sciences fields, already attracts top minds to the University and to the area. Collectively, the University spurs \$12.5 Billion annually in economic impact for the State of Washington and ranks among the top universities for tech startups. In 2014 alone, the UW helped launch more than 100 new companies, 18 of which were a direct result of its research technologies; its CoMotion Labs incubators now house more than 80 active start-ups. In 2016, the UW also had the most actively licensed technologies amongst all universities.

A key theme of the University's 2019 Master Plan is to build on this success and transform the University District into an "Innovation District", a geographic area where leading-edge anchor institutions and companies cluster, connect, and collaborate with start-ups, business incubators and accelerators. Innovation districts are physically compact, transit-accessible, and technically-wired and offer mixed-use housing, office, and retail.

The Property is situated on the border of the East Campus area of the University of Washington Master Plan. The East Campus is planned for 750,000 net new square feet of development. (Source: University of Washington Campus Master Plan)



#2  
**BEST GLOBAL UNIVERSITIES**  
 U.S. Public  
 (U.S. News, 2025)

#4  
**WORLD UNIVERSITY RANKINGS**  
 U.S. Public (Times Higher Education, 2025)

#11  
**BEST VALUE PUBLIC UNIVERSITIES**  
 The Princeton Review (2025)

#7  
**TOP UNIVERSITIES POWERING GLOBAL INNOVATION**  
 Clarivate (2025)

# OFFER REQUIREMENTS

## 1. Developer Qualifications

- **Development and Ground Lease Experience**
- **Bios – Key Principals**

## 2. Land Value Estimate

- **Proposal should include an estimate of fee simple land value which will inform the ground lease negotiations.**

## 3. Ground Lease Terms\*

- **Proposal should include a detailed outline of the key economic terms of the proposed ground lease structure.**
  - **Ground Lease Commencement Date**
  - **Closing Date**
  - **Form of Construction Risk Mitigation**
    - *Completion Guaranty*
    - *Bond*
  - **Term (Years)**
    - *Note that the Book Store is willing to consider a prepaid ground lease structure. Any lessee interested in exploring a prepaid structure should include both options in its proposal, both fully prepaid but also with a conventional structure of annual ground lease payments.*
  - **Extension Options (if any)**
  - **Rental Rate**
  - **Escalations**
  - **Land Revaluation Mechanics**
    - *Revaluation Intervals*
    - *Floors*
    - *Collars*
- ## 4. References
- **Please include three (3) references from financial or development partners speaking to either or all of the following:**
    - *Financial Capacity*
    - *Partnership Readiness*
    - *Sophistication in Real Estate Development*

\*Note that the Book Store will not subordinate land to financing.

## Correspondence

Please direct all questions and clarifications to:

H E A R T L A N D

### Ben Wharton

Senior Project Manager  
(206) 805-2467  
[bwharton@htland.com](mailto:bwharton@htland.com)

### Doug Larson

Principal & Senior Project Director  
(206) 351-7171  
[dlarson@htland.com](mailto:dlarson@htland.com)

## Due Diligence

Please see available due diligence at the following [link](#).

- **Preliminary Title Report**
- **Leases**
- **Phase I ESA**
- **Survey**
- **Massing Study**
- **BOMA Floor Plans**
- **Historical Financials**

## DISCLAIMERS

---

*The University Book Store (“UBS” or “the Book Store”) has engaged Heartland LLC, (“Heartland”) as real estate advisor and broker on an exclusive basis in connection with the ground lease of the Property.*

*This Offering Memorandum (“Memorandum”) is being delivered to parties who may be interested in the Property. By acceptance hereof, each recipient agrees not to reproduce or use in whole or in part the information contained herein, or any other information that is not already public, and to use this Memorandum only for the purpose of evaluating the offering made hereby.*

*The Property is offered in an “AS-IS” condition with all faults, without representations or warranties of any kind or nature.*

*Neither Heartland LLC nor the Book Store represents or warrants the accuracy or completeness of the information contained in this Memorandum. Nothing contained in this Memorandum should be construed as a representation by any person as to the future possibilities or performance of the Property. Potential lessees should conduct their own due diligence.*

*Any commission paid to a broker representing the lessee will be paid by the lessee. No finder’s fees, commissions, expenses, or other compensation will be paid by Heartland or the Book Store to agents, consultants, advisors, or other intermediaries or any interested party.*

*The Book Store expressly reserves the right, at its sole discretion, to reject any or all expressions of interest or offers to lease the Property, and / or to terminate discussions with any entity at any time with or without notice which may arise in connection with the Property or this Memorandum. This Memorandum is non-binding. The Book Store shall have no legal commitment or obligation to any entity or person reviewing this Memorandum or making an offer to lease the Property unless and until definitive written agreement(s) for the lease of the Property have been fully executed, delivered, and approved by the Book Store and any conditions to the Book Store’s obligations therein have been satisfied or waived. Recipients of this Memorandum acknowledge that the Memorandum does not address all of the essential terms for a lease for the Property and that such essential terms of a lease would be the subject of further negotiation between the Book Store and any potential lessee.*

*All communications or inquiries regarding this opportunity or any other matters relating to this letter should be directed to Doug Larson or Ben Wharton, per the contact information provided above.*