

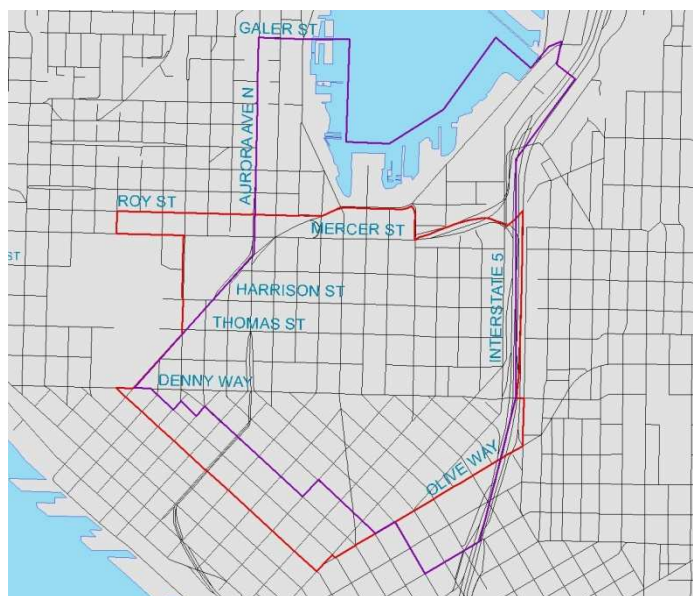


Downtown Seattle Association  
 206-623-0340  
 info@downtownseattle.org  
 www.DowntownSeattle.com

# South Lake Union / Denny Triangle

## 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. Due to the orientation of the census tracts, South Lake Union and Denny Triangle neighborhoods are aggregated.



- Neighborhood Boundary
- Census Tract Boundary

South Lake Union and Denny Triangle have seen their share of new development in recent years: new apartments and condos bringing new residents, new office spaces bringing new jobs, in addition to transportation improvements and a new park.

Amazon.com recently completed their campus in South Lake Union in addition to signing leases in Denny Triangle office buildings. In total, their campus is approximately 2.2 million square-feet. As its workforce moves into the area, pedestrian count volumes continue to increase and restaurants proliferate. In addition, the Bill and Melinda Gates Foundation moved into their recently completed campus at the edge of South Lake Union and Uptown.

As other developers consider creating additional lab space in the area, UW Medicine is currently under construction of the first building in Phase III of their South Lake Union Campus, adding to the abundant research space already in the neighborhood.

### Neighborhood Highlights

- Between 2000 and 2011, the South Lake Union / Denny Triangle area saw both the largest numeric increase (3,901) and the largest percent increase (74%) in population among Downtown Seattle neighborhoods. The number of occupied housing units nearly doubled from 3,185 in 2000 to 6,115 in 2011.
- South Lake Union / Denny Triangle saw the second largest decrease in employment from 2000 to 2010 among Downtown neighborhoods.
- For street-level business, industrial and retail took up a smaller portion of the total businesses in the area in 2011 than in 2005. During that same period, the share of businesses in that neighborhood in the education and housing categories increased. While service businesses comprised about two-thirds of the total in both years, within that category professional services decreased while restaurants, bars and cafes as well as personal services such as salons and spas increased.
- Pedestrian Counts in South Lake Union have consistently seen increases in foot traffic since counts began there in 2008. In the summer of 2011, a site at Westlake Ave N. & Harrison St. saw a 69 percent increase over the same count in 2010.

## Demographics

	2000	2011
Population	5,302	9,203
Total Housing Units	3,657	7,267
Occupied Housing Units	3,185	6,115
Owner Occupied Units	7%	5%
Family* Households	12%	12%
Average Household Size	1.66	1.50
<b>Income</b>		
Per Capita Income	\$20,841	\$29,213
Average Household Income	\$31,995	\$42,407
Median Household Income	\$24,940	\$31,895
<b>Education (Age 25+)</b>		
Associates Degree or Higher	41%	51%
<b>Age</b>		
Female Median Age	34.1	36.5
Male Median Age	34.4	37.4

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	1,460	1,568
Finance, Insurance, Real Estate	5,016	3,482
Manufacturing	2,588	857
Retail & Services	25,607	24,300
Wholesale Trade, Transportation & Utilities	2,596	1,129
Education	0	0
Government	3,657	2,479
<b>Total</b>	<b>40,924</b>	<b>33,815</b>

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.

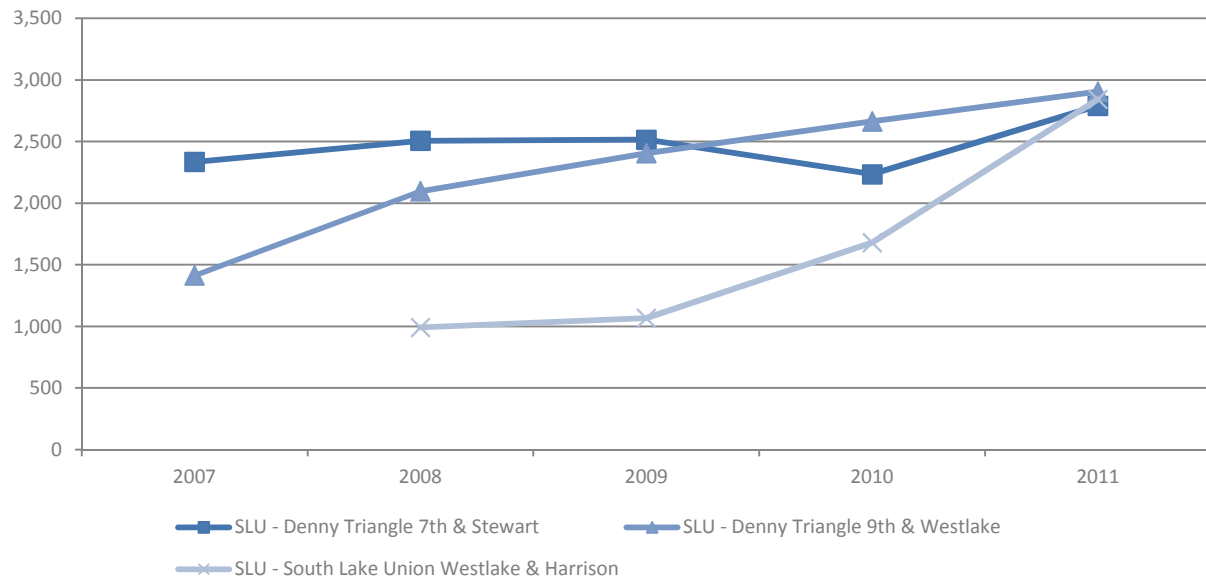
## Street Level Businesses

	Denny Triangle		South Lake Union	
	2007	2011	2007	2011
Education	5	7	10	11
Government	7	7	2	3
Housing	21	28	29	41
Industrial	3	1	5	2
Retail	43	45	87	59
Merchandise & Gifts	11	17	35	24
Clothing & Accessories	10	5	4	1
Arts-related	5	8	6	6
Other Retail	17	15	42	28
Services	167	167	273	265
Restaurants, Bars, Cafes	58	66	58	70
Professional Services	34	27	83	65
Personal Services	19	28	18	25
Other Services	56	46	114	105
<b>Total Street Level Businesses</b>	<b>246</b>	<b>255</b>	<b>406</b>	<b>381</b>

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.

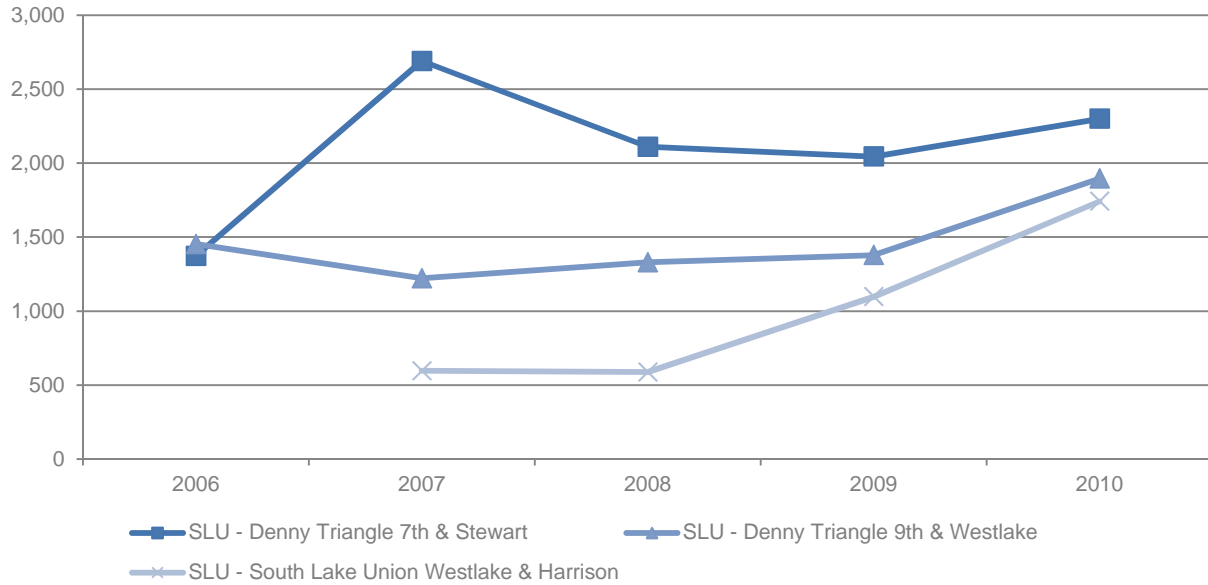
## Pedestrian Counts

Summer South Lake Union/ Denny Triangle 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 South Lake Union/ Denny Triangle 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.