

Bellevue Square Transforming to Urban Garden with Major Renovation

Five Stores Expanding or Remodeling; New Luxury Stores Announced

BELLEVUE, Wash. (March 24, 2008) – Bellevue Square, the anchor retail center of The Bellevue Collection located on Bellevue Way and NE 8th Street in downtown Bellevue, Washington, has commenced its major remodel of The Square, according to Kemper Development Company (KDC). The remodel is expected to be completed by the 2008 holiday shopping season.



The renovation of Bellevue Square will focus on transforming common area spaces into a contemporary Urban Garden-like setting, consistent with the quality architecture and design KDC is known for. With the idea of creating an "Urban Garden", the architects and designers are combining the best of both worlds: a sleek sophisticated contemporary urban environment, softened by relaxing, organic, and

natural touches. The new plans will invigorate and bring a new light, airy and natural feeling to the interior spaces. "With its long-standing heritage as the gathering place in the city, Bellevue Square will take its rightful place in The Collection as Bellevue's premier destination shopping resort," said Katie Sprague, Vice President, RTKL, the architects for the project.

The remodel is set within the existing structure (no new square footage will be added) and will focus on designing an "Urban Garden" style setting. It will include a complete redesign of the lighting, flooring, seating, and iconic elements. Look for natural stone flooring that enhances the light; graceful railings with open views; modern plantscapes; new gathering spaces and seating areas; new lighting; new children's area with play toys and related retail and services on the third floor; two new state-of-the-art elevators in Center Court; updated Guest Services; new signage and way-finding to assist guests.

"We have been eager to renovate Bellevue Square for some time," says Kemper Freeman, Jr., chairman and CEO of Kemper Development Company. "Our vision is to bring The Square to a new level of quality that matches the growing demands of our Bellevue Square shopper and positioning The Square for attracting new prestigious brands in the luxury, contemporary fashion and accessory categories. This renovation will go hand in hand with bringing new exciting retail to The Bellevue Collection."

Attracting New Luxury Retail: The remodel has already attracted two new luxury brands to the collection: Burberry and Lacoste, both well known designer brands seeing their first-in-the-market locations. “We are honored to bring these two luxury brands to The Square,” says Freeman. “As we continue to bring new brands to the market, having a variety of location choices is critical. These highly sought after national brands, both luxury and contemporary, recognize the strength and affluence of the Eastside market. Bellevue Square is becoming the perfect choice for brands that want an interior setting in a proven successful center. Others want street front, which will be more suitable in the future expansion slated for Lincoln Square and the luxury village.”

Expanding/Remodeling to better serve the customer are five existing stores in Bellevue Square: Nordstrom, which is in the process of their largest remodel to date and will bring more store-in-store concepts to its guests; Williams-Sonoma, Banana Republic, and Pottery Barn are all doubling their spaces in order to build their new flagship stores and Victoria's Secret is also in the process of a significant remodel and expansion to match the offering they have across the country in the top performing centers.

The Bellevue Collection, also includes Lincoln Square and Bellevue Place, both mixed-use projects located adjacent to Bellevue Square, sees more than 18 million visitors annually. It is a major tourist destination for the area with people coming from surrounding states just to shop, stay and dine. Combined, these three destinations have 250 quality stores, 19 table-service restaurants and lounges, two four-star hotels (the Hyatt Regency Bellevue and The Westin Bellevue), a 16-screen state-of-the-art cinema, a thriving modern-day billiards club and Lucky Strike Lanes plus one million square feet of class “A” office space.

“Throughout our history, since my father built the first 16-store center in 1946, our goal has been to make Bellevue Square the premier shopping experience on the Eastside,” says Freeman. “Since then The Square has seen remodels and additions, including most recently The Corner Building in 2000 (home to its anchor Crate and Barrel). With the interest by so many luxury brands to enter this market, the time is now right to complete this upgrade to enhance Bellevue Square and the customer experience when shopping at The Bellevue Collection.”

Kemper Development Company selected RTKL, an international architecture, engineering and planning firm renowned for its shopping center development and remodeling projects, to craft the remodel design. Sclater Partners Architects is working with RTKL as the local architect of record for the remodel.

About The Bellevue Collection

Located in the heart of Bellevue, Washington, The Bellevue Collection includes Bellevue Square, Bellevue Place and Lincoln Square. With a distinctive collection of 250 of the finest shops, 19 sit-down restaurants, a 16-screen premier cinema, 700 luxury hotel rooms and 10,000 free retail parking spaces, all in one location. The Bellevue Collection is an experience unlike any other in the region. It is located on Bellevue Way between NE 4th and NE 10th Street in downtown Bellevue, just across Lake Washington from Seattle.

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