



Retailing

Pacific Place looks for World Cup retail to score with fans



Pacific Place is transforming several vacant suites to temporary retail for the FIFA World Cup this summer.

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By [Egan Ward](#) – Reporter, Puget Sound Business Journal
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Story Highlights

- BH Properties filed permit requests for 55,000 square feet of retail.
- Graphite Design Group will renovate three suites for FIFA activations.
- The downtown Seattle mall has more than a dozen vacancies.

Downtown Seattle's Pacific Place mall is looking to convert three of its suites into temporary retail spaces for the FIFA World Cup this June. The suites will span more than 55,000 square feet combined.

Permit filings show that the mall's owner, BH Properties, is planning to use suite 235, 300 and 315 for its World Cup activations.

Suite 235, which spans 26,165 square feet on the mall's second level, will be made ready for a "temporary space for a FIFA group," according to the permits.

Suites 300 and 315 on the third level will be temporarily used for what the permits describe as a "FIFA Market."

For each suite, work will include minor touchups like new paint and lighting, finishes and new doors. Seattle-based Graphite Design Group is the architect.

It's unclear what the exact nature of the temporary retail spaces is, but it does appear separate from [the mall's World Cup fan celebrations](#), for which it has installed a four-story LED screen. Other Seattle destinations hosting fan celebrations include Seattle Center, Waterfront Park and Victory Hall in Sodo.

BH Properties declined to comment.

The spaces will likely be open to visitors from June to July, during which six World Cup matches will be played at Lumen Field. The international soccer tournament is expected to draw 750,000 fans into Seattle, including residents and visitors.

Los Angeles-based BH Properties [bought the 335,000-square-foot Pacific Place Mall and its underground parking garage](#) in 2024 for a steep discount.

Since its acquisition, the real estate group's approach to reactivating the mall has largely relied on pop-ups. Last August, Pacific Place announced a partnership with Seattle Restored, a city-led group that activates empty storefronts with pop-ups and art installations from local business owners.

Still, the mall has more than a dozen vacancies. During a recent visit, other stores listed in the mall's directory appeared dark and closed during regular shopping hours.

As of 2025, about 40% of the mall was leased to restaurant Din Tai Fung, the AMC cineplex and short-term tenants.

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