

RENTON SUNSET AREA CHOICE NEIGHBORHOODS ENGAGEMENT BUSINESS REPORT



APRIL 25, 2016



TABLE OF CONTENTS

1.0	PURPOSE	1
2.0	BACKGROUND.....	1
3.0	BUSINESS PROFILE	3
4.0	BUSINESS INTERVIEWS	7
5.0	BUSINESS SURVEY	10
6.0	CONSUMER NEEDS.....	13
7.0	CONCLUSIONS	14
8.0	APPENDIX	15
	Business survey	15
	Interview questions	22
	Business Interview Notes	23
	Sunset Area Retail Marketplace Profile.....	38
	Retail Marketplace Profile for 10 Minute Drive From Sunset Area.....	39

1.0 PURPOSE

The Sunset Area is a distinct neighborhood and recognizable gateway to the greater Renton Highlands area. Designated a special planning area by the City of Renton, the neighborhood is characterized by substandard housing and higher rates of crime and poverty than the rest of the city. Based on over a decade of planning and community input, the City and its partners submitted a Transformation Plan to the US Department of Housing and Urban Development for a 2015 Choice Neighborhoods Implementation grant.

Although the application was selected as one of nine national finalists in 2015, it did not receive an award. After an assessment of the application, the City realized that it could improve the Transformation Plan with additional business outreach. By talking with businesses in the Sunset Area, the City hoped to better understand the challenges and opportunities of doing business in the area and identify local business leaders interested in participating in the Transformation Resource Council that will guide the implementation of the Plan.

2.0 BACKGROUND

As early as 1999, the City of Renton began working with the business community in the Sunset Area. At that time, the City recognized that the business area was experiencing decline and hoped that improvements to layout, circulation, and aesthetics of the commercial area on Sunset Boulevard could reverse that trend. Local residents and businesses participated in a visioning effort that ultimately called for major reconstruction of the commercial area. This vision was never implemented because it was not economically viable for commercial property owners to redevelop and risk losing the steady income generated by existing rents.

Community planning in the Sunset Area over the last decade included business concerns. In 2005, the City identified the neighborhood as a special area of focus for revitalization. A 2005 Market Analysis by real estate consulting firm Heartland analyzed the factors that would contribute to revitalization of the commercial area. It concluded that additional housing density in the surrounding area could support revitalization of the neighborhood shopping area.

A 2006-2007 task force comprised of business, neighborhood, and institutional partners recommended a series of Comprehensive Plan policy changes and zoning amendments aimed at triggering community revitalization. A broad cross-section of businesses and neighborhood stakeholders participated in a second task force in 2007-2008 to address other community needs including parks and recreation, aesthetics, storm water control, transportation improvements, and social needs.

The Community Investment Strategy in 2010 looked at ways the City of Renton and its partners, the Renton Housing Authority and Renton School District, could invest to revitalize the Sunset Area, in particular to be helpful to businesses and reduce barriers to growth and expansion. Two ideas supported by the Community Investment Strategy specifically support business growth and expansion. A \$1 million Sunset Area Planned Action and Environmental Impact Study aimed to reduce barriers to redevelopment by examining and addressing the potential environmental impacts of revitalization as a whole. A sub-regional storm water detention facility, installed in 2015, was aimed at improving environmental quality and reducing the expense of individual storm water system development.

Despite years of planning and examining the barriers to commercial redevelopment, revitalization has not occurred. Outreach from this effort is aimed at better understanding the role the business community has in neighborhood revitalization.

3.0 BUSINESS PROFILE

The Sunset Area is split by a one mile segment of Sunset Boulevard NE (SR-900) roughly between Edmonds Avenue NE and Monroe Avenue NE. Most of the business area is located immediately adjacent to the north or south of Sunset Boulevard along this strip. As seen in Exhibit 1, most of the Sunset Area is within a half mile of the main commercial area.

Business Types

Business License records from the City of Renton show 102 active businesses in the Sunset Area today. Primarily the businesses in the Sunset Area provide a variety of goods and services to the surrounding neighborhood. 30 businesses provide retail goods, 19 provide services, 23 are restaurants or food services, only 8 provide FIRE (Finance, Insurance, Real Estate) services, and only 6 provide health services (

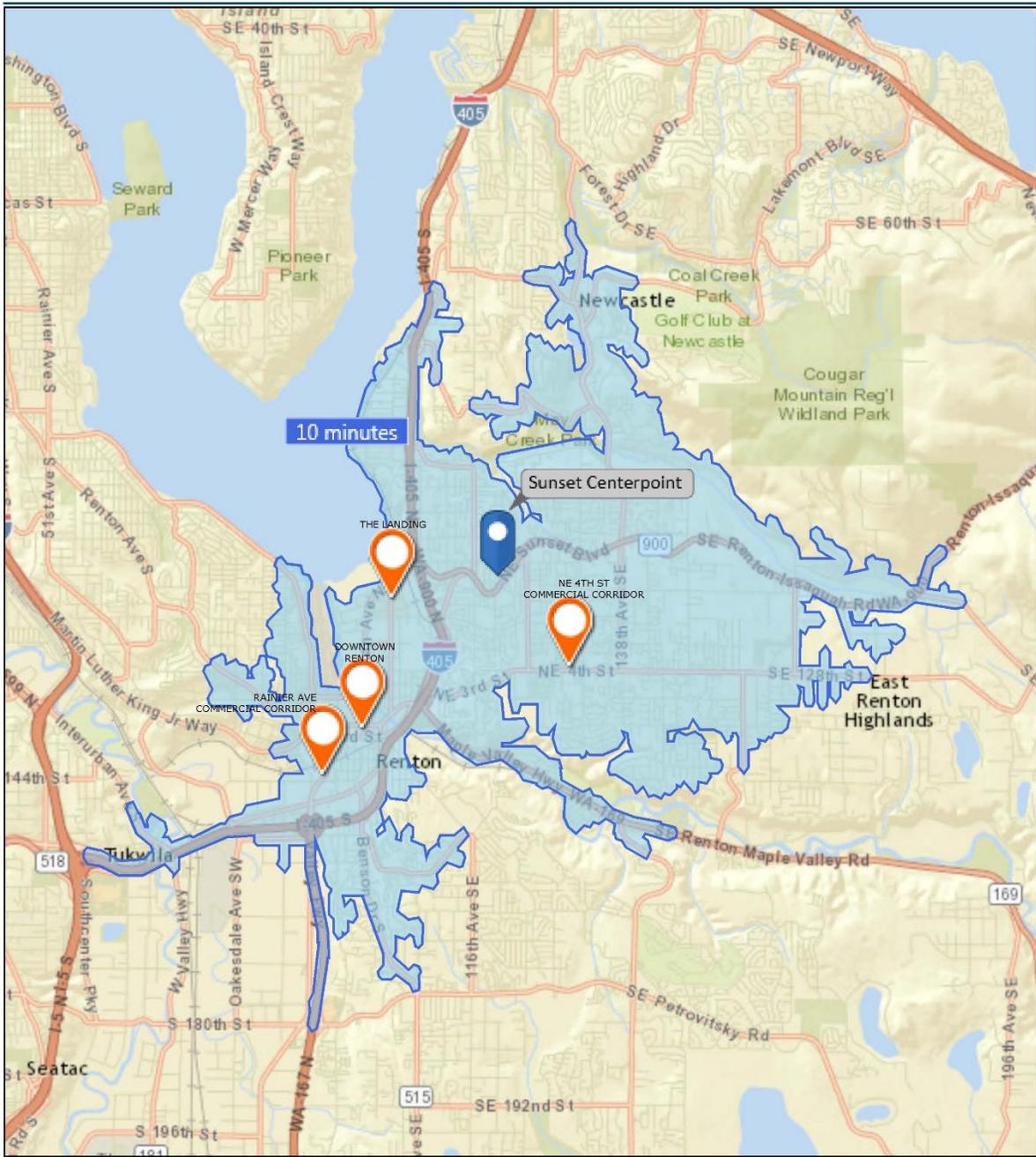
Exhibit 2). In 2015, \$78,446 in sales tax was collected from the businesses in the Sunset Area. Employment information shows that most businesses are small businesses, but there are local and national chains as well including O'Reilly Auto Parts, Safeway, Rite Aid, Grocery Outlet, Walgreens, Circle K, Shell, Jo Ann Fabric and Crafts, Dollar Tree, US Bank, Subway, Toshi's Teriyaki, and Viet Wah. Some of the national chain stores are franchises with local business owners. Few businesses offer goods and services intended to draw clientele from outside the neighborhood. Notable exceptions are the cluster of businesses in the Viet Wah plaza that serve the Vietnamese community from a broader area and the Jewelry Exchange, which does extensive radio advertising in the Puget Sound region. Likewise, Goodwill, which is registered as a non-profit business, operates a retail store that draws customers from outside the Sunset Area.

Exhibit 2 – Sunset Area Business Types Profile

Business Type	Number of Businesses	FTEs
General Retail	30	270.7
▪ Bakery	1	2.9
▪ Auto parts	1	7.1
▪ Fabrics/crafts	2	10.2
▪ Clothing	1	1.8
▪ Mobile phones/service	2	2.7
▪ Jewelry/gold	2	12.9
▪ Groceries (includes supermarkets and smaller stores)	9	137.8
▪ Pharmacy/drug stores	3	35.5
▪ Gas Station/Convenience Stores	5	12.4
▪ General Merchandise	3	17.4
Food Services and Restaurants	23	131.2
General Services	19	23.3
▪ Computer system design	1	0.1
▪ Accounting	1	1.7
▪ Temporary staffing	1	0
▪ Cosmetology/barber school	2	2.6
▪ Amusement	1	2.8
▪ Beauty/nail salons	9	9.7
▪ Auto repair/maintenance	4	5.3
▪ Laundry services	2	1.1
Non-profits	8	114.9
FIRE (Finance, Insurance, Real Estate)	8	19.1
▪ Banking	1	5.4
▪ Insurance	3	5.7
▪ Real estate, leasing, property management	4	8.0
Health Services	6	33.4
▪ Dentist	5	22.0
▪ Methadone clinic	1	11.4
Home-occupations	6	0.9
Construction	1	1.1
Manufacturing	1	0.5

Source: City of Renton Business License Data, 2016

Exhibit 3 – Commercial Areas Within a 10-Minute Drive of the Sunset Area



April 22, 2016

Source: City of Renton GIS

Retail Leakage and Surplus

In order to assess the opportunity for new retail business, a leakage and surplus profile was compiled for this neighborhood using 2015 data (Exhibit 4). Based on the number of households and their median income, the profile identifies the likely demand for a variety of retail goods and compares it to the local supply. The profile identifies industry groups that are over represented and underrepresented in the Sunset Area. Overrepresented industries provide a surplus of goods that may draw customers from other areas. Under represented industries represent leakage, characterized by neighborhood residents shopping outside the neighborhood for some or all of their needs in that category. A surplus or leakage factor is assigned on a scale of 1 to 100. Industries with high leakage factors represent an area of retail opportunity.

Exhibit 4 – Sunset Area Leakage and Surplus Factors by Industry¹

Leakage		Surplus	
Electronics and Appliances	100.0	Jewelry, Luggage, Leather Goods	80.9
Lawn and Garden Equipment	100.0	Used Merchandise	80.4
Clothing and Shoes	100.0	Drinking Places- Alcoholic Beverages	66.4
Office Supplies, Stationery, Gifts	100.0	Grocery Stores	61.0
Electronic Shopping and Mail Order	100.0	Health and Personal Care Stores	58.6
Furniture	100.0	Food and Beverage Stores	56.9
Beer, Wine, Liquor	100.0	Sporting Goods, Hobby Stores	55.6

Source: ESRI and Infogroup, 2015

It logically follows that the surplus industries mirror the profile of available businesses in

¹ This sample of industries was pulled out of the data in the Retail MarketPlace Profile. See the Appendix for full details.

Exhibit 2. For the most part the industries characterized by retail leakage have no presence in the Sunset Area, yet the majority of these industries are located within a ten minute drive of the Sunset Area (Exhibit 3). For example, the Landing, a destination retail and entertainment complex immediately west of the Sunset Area, supplies nearly all of the retail industries identified in the leakage category. Strip commercial development along NE 4th Street corridor just south and east of the study area provides a similar mix of neighborhood goods and services in newer and more up-to-date facilities. Commercial development along Rainier Avenue and in Downtown Renton provides a mix of neighborhood and destination goods and services. An analysis of leakage and surplus factors within a 10 minute drive of the Sunset Area shows fewer opportunities for retail development.

Exhibit 5 – Leakage and Surplus Factors by Industry Within a 10-minute Drive of the Sunset Area²

Leakage		Surplus	
Lawn and Garden Equipment	26.8	Jewelry, Luggage, Leather Goods	73.5
Beer, Wine, Liquor	13.6	Furniture	61.5
Electronic Shopping and Mail Order	13.0	Electronics and Appliances	57.2
Office Supplies, Stationery, Gifts	3.7	Clothing	26.6
Department Stores	3.5	Shoes	31.5

Source: ESRI and Infogroup, 2015

Employment

Although the 2010 Census estimates over 1,000 jobs in the Sunset Area, City of Renton business license data shows that there are only 600 FTEs (full time equivalent)(

² The industries shown in the leakage category are the only industries in this area with leakage factors above 3.0.

Exhibit 2). This is an indication that many of the jobs available in the Sunset Area offer only part-time employment. Almost half of the FTEs in the Sunset Area are in retail, with 22% in food service, and 19% in the non-profit Sector. Two agencies, the Renton Housing Authority and Goodwill, provide nearly all of the employment in the non-profit sector. The low ratio of FTEs for many of the business types is an indication that there are a number of small businesses run by owner-entrepreneurs.

According to the 2010 Census, the Sunset Area has a population of 2,465 people who live in 1,033 households. Those who live in the Sunset Area work in a variety of industries including accommodation and food service (22.7%), healthcare and social assistance (12.0%), retail (10.4%), construction (8.9%), and manufacturing (8.5%). There are currently opportunities for food service, healthcare, and retail employment in the neighborhood, but FTE data shows that there are not enough jobs in any of these industries to employ a significant portion of neighborhood residents.

4.0 BUSINESS INTERVIEWS

The objective of the business interviews was to hear directly from businesses about the challenges and opportunities that they face. Questions asked about business challenges, opportunities for the City to assist businesses, and general knowledge of the Transformation Plan. Participants were asked whether they would want to participate in a business task force or join a Sunset Area Business Association.

Interviewers canvassed the Sunset area over three days to talk with business owners and managers. Additionally, at the end of the online business survey (Section 5.0), respondents were given the option of providing contact information if they wished to participate in an interview. Interviewers contacted owners and managers of 57 businesses in the Sunset area and 30 businesses completed an interview. A variety of businesses participated in the interviews, including small businesses, local and national chain stores, and franchises. Businesses that participated in the interviews provide a variety of goods and services in the Sunset Area (Exhibit 6).

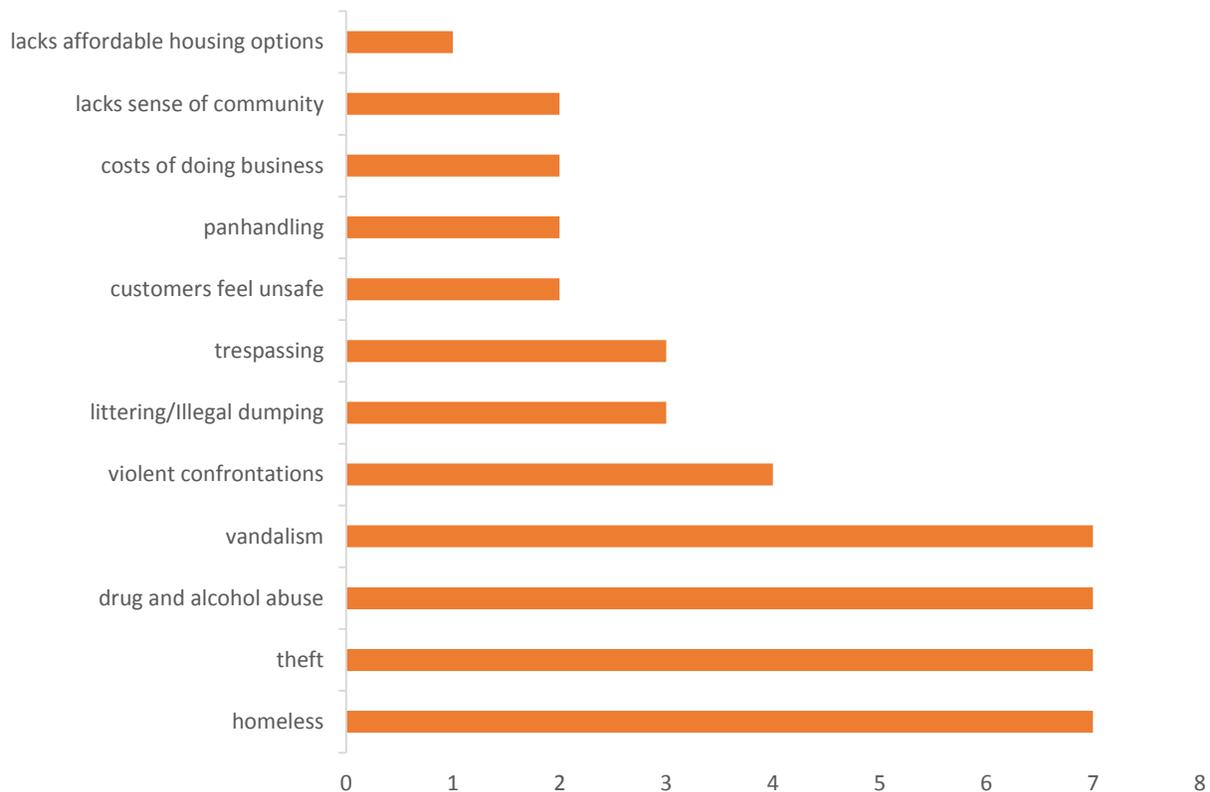
Exhibit 6 – Businesses Contacted for Interviews

Business	Interview	Business	Interview
#1 Nail Pro & Spa		Pacific NW Insurance Agency	
APEX Automotive Repair		Pho Vy	
Bargain Plaza		Pizza Hut	X
Bright & Bold Coin Laundry	X	Plum Delicious Restaurant	X
Circle K 76 & Food Mart		Rainwater Insurance	X
Dollar Tree	X	Renton Beauty School	
Dungeon Play Live	X	Renton Beauty School	X
Fabrics for Less		Renton Rubber stamp	X
Flour Sugar & More		Ring Ring Wireless	
Gold & Silver Traders	X	Rite Aid	X
Great Cuts Hair Salon	X	Saar’s Marketplace	X
Grocery Outlet	X	Safeway	X
Harrington Square Apartments	X	Saigon Sunset	
Highlands Family Dental Center		Shell	X
Highlands Food Mart		Subway	
Highlands Law Firm	X	Sunrise Dental	X
Hilands Barbering and Styling	X	Sunset Smoke	
Hot Pho		Sunset View Apartments	X
Jack in the Box	X	Taqueria Sanchez	
JC Mart, Inc	X	Thai on Hilands Inc.	
Jo Ann Fabric and Crafts	X	The Salon	
JSH Properties		Thrift-Electro	
Kenny’s Auto Repair		Thrift-Electro	X
Laborworks Inc.		Tienda Latina	X
Metro PCS		US Bank	X
Mocha Madness		Veneer	X
New Hair Salon		Victor’s Auto Detail	
O’Reilly Auto Parts	X	Viet Wah Asian Food Market	X
Pacific NW Insurance Agency		Walgreens	X
Pho Vy			

Challenges

Of the thirty businesses interviewed, either in person or over the phone, a total of 72 business challenges were identified. The most common challenges were similar to those reported in the online survey (see Exhibit 7 for a breakout of the challenges reported in the survey).

Exhibit 7 – Business Challenges Reported During Interviews



Opportunities

When asked how the City of Renton could support businesses in the Sunset Area, many different answers were provided. One consistent answer, given by twelve of the 30 businesses interviewed, was to increase police presence and police enforcement in the neighborhood. With crimes such as theft, vandalism, and trespassing listed as major challenges (Exhibit 7) along with other characteristics that can reflect an unsafe environment such as loitering, drug and alcohol abuse, violent confrontations, and panhandling – it is unsurprising that businesses would like to see additional policing. Six respondents asked for improvements to sidewalks and roadways to improve safety for both pedestrians and drivers including sidewalk improvements, intersection improvements, better street lighting, traffic calming, and traffic control cameras.

Future Planning

About half of respondents had heard something about the Transformation Plan and half were learning about the plan for the first time during the interview. Mostly, people were in favor of a plan that would help revitalize the neighborhood, build new housing, and provide social and educational services. Two respondents expressed frustration at the Plan. Both had heard about the plan, but had not seen any positive neighborhood change and felt skeptical about the chances for success of any community revitalization.

Only ten businesses said they would be willing to participate in a business Task Force associated with the Transformation Plan and only seven business owners were interested in participating in a business association. Even amongst those that expressed interest in participation, there was concern that a business association would provide insufficient benefit to be worth the time.

5.0 BUSINESS SURVEY

The City made initial contact with Sunset Area businesses by offering an online business survey. A survey link and invitation to participate was emailed to 75 local businesses. Non-profits and home occupation businesses were not included in the business survey in an effort to focus on commercial activity in the neighborhood shopping area. The survey was open for a little over two weeks and follow-up emails encouraged businesses to participate. Statistics collected by the service used to send out the survey show that the email invitation was opened by about half of the businesses, and eight businesses completed the full survey, representing a 10% response rate. Designed to take only a few minutes, the survey asked respondents information about characteristics, challenges, and opportunities of their business, and some demographic information about the respondent.

Business Characteristics

As shown in Exhibit 8, the eight survey respondents included a variety of businesses and years of operation ranged from two to 30. All respondents, except one managing company, were owners of their businesses. Respondents employed 40 full time workers, 21 part time workers, and one seasonal worker. Viet Wah was the largest employer that responded to the survey. Viet Wah’s employment alone accounted for 17 full time and 16 part time workers.

Exhibit 8 – Respondents

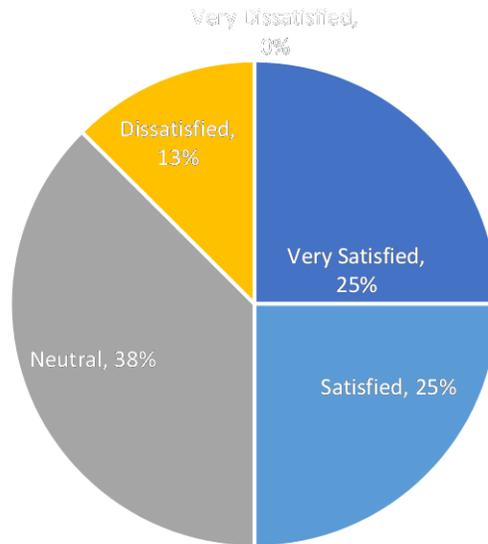
Name of business	Address	Years in Operation	Role
Pacific NW Insurance Agency LLC	2806 NE Sunset Blvd Suite D	5	Owner
Sunset Shell	2800 NE Sunset Blvd	16	Owner
JSH Properties, Inc.		2	Managing Agent
MetroPCS	3164 NE Sunset Blvd		Owner
Highlands Family Dental Center	3200 NE Sunset Blvd	30	Owner
Mocha Maddness	1190 Sunset Blvd NE	10	Owner
Viet Wah Asian Food Market	2820 NE Sunset Blvd	10	Owner
Saigon Sunset	2832 NE Sunset Blvd	4	Owner

At the end of the survey, there were optional demographic questions. A summary of the responses show that the majority of respondents are minority and/or women owned businesses. Half of respondents reported their race as White and the other half reporting their race as Asian. A quarter of the respondents identified as Hispanic or Latino.

Neighborhood Satisfaction

Responses to the online business survey show that only a small percentage of the eight businesses are dissatisfied with the neighborhood as a place to do business (13%). Half of businesses are ‘satisfied’ or ‘very satisfied’ with the neighborhood, while 38% have neutral feelings about it.

Exhibit 9 - Satisfaction with Neighborhood as a Place to do Business

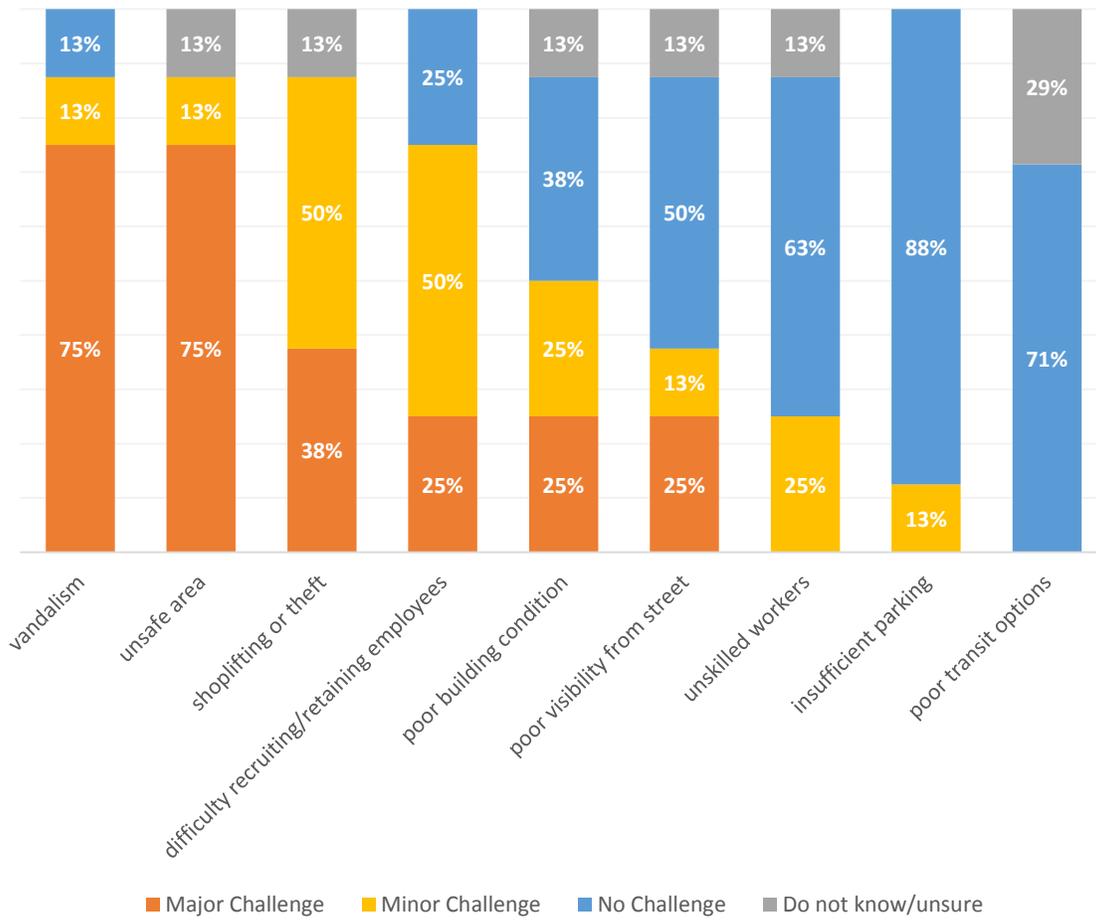


Note: "Very Dissatisfied" was included as a survey response, but had no representation.

Business Challenges

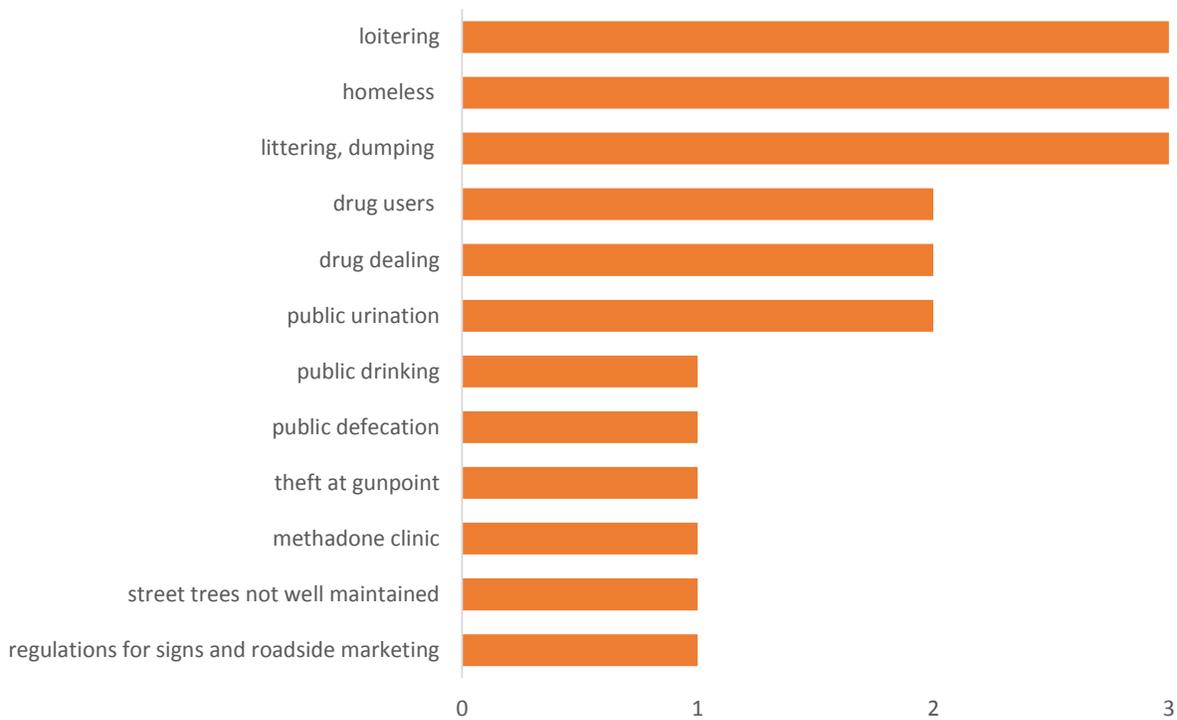
The survey explored the most common challenges faced by businesses in the area. As shown in Exhibit 10, the most challenging issues are vandalism, the unsafe area, and shoplifting or theft with 88% of businesses reporting them as major or minor challenges. The other challenge in the area is difficulty in recruiting or retaining employees, which was reported by six of the eight of businesses that responded to the survey. In general, these businesses found that parking availability and transit in the area are good and reported few challenges.

Exhibit 10 - Business Challenges Reported by Survey



Respondents were provided space to list additional business challenges that were not listed in the survey. An analysis of these responses shows that the homeless, loitering, and the issues that accompany them are the most common challenges. As seen in Exhibit 11, other notable business challenges noted are the lack of maintenance on trees near the roadway and restrictive regulations on roadside marketing.

Exhibit 11 – Other Business Challenges



Business Plans

Despite challenges faced by businesses in the area, two businesses have plans to expand products and services in the neighborhood over the next two years, while three businesses do not plan to make any significant changes in that time. Only one business noted that they planned to move out of the neighborhood within two years.

The survey gave respondents the ability to voice their opinion on other public services that the City of Renton could provide that would make a difference to the business. Of the responses, 37.5% said there was nothing the City could do to help their business, while 63% said there were services the City could provide, including:

- Anything that can bring attention to the business area
- Increased police presence, response, and patrol
- Solve the drug problems, which happen in broad daylight
- Pedestrian safety improvements
- Get the homeless and addicts off the streets so they no longer solicit customers and businesses

6.0 CONSUMER NEEDS

In addition to business outreach, the City of Renton sought to engage local residents in an assessment of their needs and desires for neighborhood transformation. Four focus groups brought together a total of 33 people to talk about the neighborhood, housing and transportation, employment and education,

services, and shopping in the Sunset Area. In regard to shopping, participants were asked to describe the goods and services available in the neighborhood and identify what the community shops for outside the neighborhood that should be made available in the Sunset Area.

Participants in the focus groups were representative of the neighborhood. They included people in every age group and included people living in single person, two person, and family households. Approximately 30% of the participants identified themselves as people of color and 40% self-identified as Hispanic or Latino.

Focus group participants utilize many Sunset Area businesses for goods and services including groceries, fabrics and crafts, drug store items, second hand items, convenience goods, and restaurants. They find themselves going outside the neighborhood for dry cleaning, hardware, medical services, beauty supplies, gifts, and if they want to find more affordable or specialty groceries. There is also very little entertainment or amusement activity in this commercial area and people would like to see some night life as well as businesses that provide entertainment or indoor recreation geared toward families, such as a movie theatre or bowling alley.

7.0 CONCLUSIONS

The business area within the Sunset Area provides a basic level of goods and services to the existing neighborhood. Gaps identified both through the conversations with focus group participants and in the retail leakage analysis, are currently filled within a ten minute drive of the Sunset Area (Exhibit 3). Opportunities for growth in the neighborhood shopping area will come with revitalization of the surrounding neighborhood as additional households living in this area will demand more goods and services and make it more attractive as a business location. This will present the opportunity to grow and diversify the businesses in this neighborhood.

Businesses in this area will need support if the commercial area is to grow, however. Currently, the existing businesses in the Sunset Area face significant challenges related to theft, drug activity, and homelessness in the neighborhood. City support in solving these issues is necessary, as these issues are pervasive throughout the neighborhood and are outside of the control and influence of any particular business owner.

Once some of the underlying issues affecting the neighborhood are cleaned up, the Sunset Area may provide a unique alternative for business district development. The number of small businesses in this neighborhood suggest that this might be a good area to support further entrepreneurship. Programs that nurtured small business development, provided low cost business loans, and provided business education could help the Sunset Area establish an identity as an entrepreneurial hub. Similarly, the neighborhood may also build upon the presence of a number of ethnic groceries, stores, and restaurants, to draw people in who are interested in celebrating that diversity. Both diversity and entrepreneurship are strong assets that could be used to grow the business district.

8.0 APPENDIX

BUSINESS SURVEY

Introduction

The City of Renton is applying for a federal Choice Neighborhoods Implementation grant that would help transform the Sunset Area neighborhood. As part of the grant application, Renton is conducting this survey of Sunset Area businesses to identify needs and opportunities in the neighborhood.

This survey will be open through April 21, 2016. For questions about the survey, please contact Mark Santos-Johnson at msantosjohnson@rentonwa.gov or (425) 430-6584. For more information about the Sunset Area Transformation Plan visit: rentonwa.gov/sunsetarea.

This survey should take about 8 minutes, thank you for your time!

1. Background Information

Name of business:

Address of business:

Type of business:

Business Characteristics

2. How many years has your business been in operation in the Sunset Area?

3. What is your role at this business?

- Owner
- Store Manager
- Employee
- Other (please specify)

4. How many people, including the owner(s), does your business employ in each of the following categories?

Full-time	<input type="text"/>
Part-time	<input type="text"/>
Seasonal	<input type="text"/>

Neighborhood Challenges

5. How satisfied are you with the neighborhood as a place to do business?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

6. Please rate the degree to which you are experiencing the following business challenges:

	Major challenge	Minor challenge	No challenge	Do not know/unsure
Difficulty recruiting/retaining employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insufficient parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor transit options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor building condition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shoplifting or theft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unskilled workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vandalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsafe area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor visibility from street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is there more information you'd like to share about the business challenges above, or are there any other business challenges you are experiencing that aren't captured above?

7. Are there any public services the City of Renton could provide that would make a difference to your business?

- Yes
- No

If yes, what are those public services?

8. In the next two years, which of the following do you plan to do?

- Expand products/services in the neighborhood
- Reduce products/services in the neighborhood
- Start physical improvements in your business space
- Move the business out of the neighborhood
- Don't plan to make any significant changes

Interest in Participation

9. Are you interested in joining a Sunset Area Business Association?

Yes

No

10. Are you willing to share more about your experience of doing business in the Sunset Area?

Yes

No

Owner Demographics

This page asks about demographics and is optional.

13. Is your business a minority and/or woman owned business?

- Yes
- No
- Don't know

14. What is your ethnicity?

- Hispanic or Latino
- Not Hispanic or Latino
- I prefer not to say

15. What is your race? (Mark one or more to indicate your race.)

- American Indian or Alaskan Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- I prefer not to say

16. What is your age?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 and over
- I prefer not to say

Thank you for taking this survey! Your input will be considered as the City updates the Sunset Area Transformation Plan. For questions, please contact Mark Santos-Johnson at msantosjohnson@rentonwa.gov

INTERVIEW QUESTIONS

Business Name and Address: _____

1. Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

2. Are there any public services the City of Renton could provide that would make a difference to your business?

3. What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

4. Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

5. Would you want to participate in a business task force as part of the Sunset Area Transformation Plan?

Yes _____ No _____ If yes, add contact information below:

6. Would you be interested in joining a Sunset Area Business Association?

Yes _____ No _____ If yes, add contact information below:

Name: _____

Email: _____

Phone: _____

BUSINESS INTERVIEW NOTES

Neil Branham – Bright & Bold Coin Laundry: 2832 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Homelessness is apparent
- Loitering

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- To have homeless shelters in the area

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Homeless shelters in the area

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
 - Believes it will be good for the area
 - Need to address empty space (boarded up houses)
-

Melissa Howald – Dollar Tree: 2902 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Methadone clinic attract unwanted people
- Violent altercations
- Theft in stores and of shopping carts; police officers see the carts being stolen, but don't do anything about it
- People under the influence are loitering the parking lots and storefront
- Drug abuse – daily drug deals; especially in the mornings
- People in the community are frustrated
- Customers feel unsafe
- Police just come to shoo people away – they don't actually take any action (investigate)
- Trash is overflowing in trashcans

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- Faster emergency response times (on average, it takes about 10 minutes)
- Street maintenance crews
- Hire more police officers in the area
- More police presence – monitoring stolen carts

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Parks
- Make the neighborhood more inviting
- Shopping plaza needs a landlord for there to be standards – trash regulations for businesses

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
 - Believes the area needs it
-

N/A – Dungeon Play Live: 919 Harrington Ave NE, Suite A

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

N/A

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- Believes “the area already has everything”

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

N/A

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Area Transformation Plan
 - Thinks it’s a good idea
-

N/A – Gold & Silver Traders AM LLC: 2812 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- High amount of theft in the area
- Drug abuse is apparent
- People are afraid to walk outside

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More police presence in the area

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- N/A

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
 - Believes it will bring more traffic for businesses in the area
-

Thuy Le – Great Cuts Hair Salon: 3186 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Homeless is apparent
- Drug abuse- drug deals around building; especially at night
- Methadone clinic attracts unwanted people into the area
- People have opened front door and scream into shop
- People laying down outside of building
- Loitering
- Customers feel unsafe/scared
- Security drives by sometimes but monitors a large area

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More police presence in the area

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Police stations

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
 - Thinks it will be good for the area
-

Jeff & Erin McNeil – Grocery Outlet: 2809 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Costs of doing business is rising (rent & utilities)
- Homelessness is apparent
- People vandalizing the bathrooms
- Littering needles – public safety issue
- High amount of theft in store
- Most customers are not local
- No sense of community since the housing was knocked down
- Slow emergency response times

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More enforcement in the area

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- More “pocket-areas” for public events

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Catering to low income residents will not help the area
 - Transformation plan needs to happen quicker
 - Parks coming in before housing may create a space that will attract more unwanted people and crimes – will not bring their kids to that park
 - Recommend to build housing before bringing in park
 - Boarded up houses attract unwanted people/loitering
-

N/A – Harrington Square Apartments: 950 Harrington Ave NE

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Not enough affordable options housing in the area to refer people to

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- New to the area so does not have much to say about it

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Love the new library and its location

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has not heard of the Sunset Transformation Plan
 - Appreciates that there will be social and educational services with the housing development
-

N/A – Highlands Law Firm:

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Homeless people sleeping around the building

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- Making the area more accessible – sidewalks create a barrier
- More ADA services
- More trees in the area

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Make area more friendly and walkable
- Do not increase taxes

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has heard of it of the Sunset Transformation Plan, but knows very little about it
-

N/A – Hilands Barbering & Styling

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- People leaving the methadone clinic hang around in the area

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More police presence in the area
- Better roads (quality)
- More transit options

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Trader Joes
- I-405 light rail
- More diverse services in the area
- “Better restaurants” (steakhouses..)
- More convenient stores
- More breakfast restaurants

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
-

N/A – Jack in the Box: 2813 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

N/A

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

N/A

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

N/A

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Area Transformation Plan

- Believes it will be good for the area
 - Believes it will bring in more customers for business
-

N/A – JC Mart Inc.: 2801 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Too many of the same stores

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- No

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

N/A

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has heard of the location
-

N/A – Jo Ann Fabric and Crafts Store: 2823 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- High amount of theft in stores
- Construction is creating unwanted traffic; impacts business
- Homelessness is apparent
- Trespassing

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More police presence in the area
- More street lighting since the store is difficult to see

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

N/A

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has heard of the Sunset Transformation Plan
-

Megan – O’Reilly Auto Parts: 3216 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- High amount of theft in the stores
- Store has been broken into in the past
- People urinating on the building
- Homeless encampments behind the building

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More police presence in the area
- Improve access to parking lot
- Fix the exit sign area next to Toshi's Teriyaki – accident prone area

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- More traffic light cameras

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
-

N/A – Pizza Hut: 2705 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Drug abuse
- Loitering in front of store

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- Drug treatment facilities

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Drug treatment facilities

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has not heard of the Sunset Transformation Plan, but glad there is a plan
-

Gary L. Johnson – Plum Delicious Family Restaurant: 3212 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Theft: stealing flag poles, speakers, and furniture outside of restaurant
- Cars are being broken into
- Graffiti
- Panhandling outside of restaurant
- Littering in parking lots

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More police presence in the area
- Believes there will always be a significant amount of crime and nothing can alleviate it

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- None; has enough with the Dollar Store and second hand stores coming in
- A speed limit sign with flashing lights since people are always speeding where the school busses drop off kids

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has been hearing about it for 18 years
- Has no faith in the Sunset Transformation Plan – Dropped out of the Chambers of Commerce since there was no action or change visible
- “Highlands has become trashy” – Gary pays littering tax to the city but no maintenance (clean up) is being done
- Sees a lot of development happening at other places such as on 4th and at the Landing, but nothing in the Sunset area
- Likes the Renton Highlands Library

Berenie Ceruants – Rainwater Insurance Inc.: 3196 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Cost of living in the area is rising
- Business is decreasing since there is more competition

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

N/A

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Believes the educational services in the Transformation Plan will be good for the area and helpful for her since she is thinking of going back to school

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
- Thinks the plan is a good idea for the community
- The educational resources will be helpful

Sang Nguyen – Renton Beauty School: 2836 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Methadone clinic attracts unwanted people – loitering
- Littering in parking lots since dumpster is at one end of the lot

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More trashcans next to business

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Library parking?

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
- Believes it will be good for business

N/A – Renton Rubber Stamp: 203 S 4th Pl

Comment: “If the City of Renton (CITY HALL) would buy their Marking Supply -Stamps and Signs etc.etc. From a place that pays Business taxes in Renton instead from a firm in SPOKANE or California - It would also receive more city tax.”

N/A – Rev it Up Java: 2838 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Methadone clinic attracts unwanted people –moving to Kent
- Loitering
- Homelessness is apparent

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

N/A

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

N/A

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
- Figured something would happen to the space
- No opinion about the project

Jessica Lamb – Rite Aid: 3116 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- High amount of theft in stores
- Vandalism
- Face-to-face altercations
- Has had to call police (on average 10 times /week)
- Sometimes the police believe their time is being wasted

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More police presence in the area
- Faster emergency response times

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- None

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
- Believes it will attract a different crowd
- Believes the development will create more positive traffic for business
- Appreciates the social services – believes that all people need is the access to tools to make things happen

Scott Stevenson – Safeway: Safeway: 2725 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Theft in stores

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- To pass an ordinance that requires stores to lock up their liquor

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- No

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has heard of it of the Sunset Transformation Plan, but knows very little about it
- Has no objections towards the transformation plan

Kyle King – Saar’s Marketplace: 3208 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Taking out apartments have relocated customers into different areas

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More housing/apartments in the area

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Does not live in the area – can't provide input

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
- Thinks it will make the area a nicer place which will draw people in since “people tend to stay in places they like and are comfortable in”

John Zavaglia – Shell: 2800 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Loitering
- Several break-ins
vandalism
- Illegal dumping in dumpsters on the side of the building
- Violent confrontations

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More police presence
- 2 people in police cars

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Job training programs
- Homeless shelters
- Community involvement programs at schools

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
- Believes it will increase prices by 30-40%

N/A – Sunrise Dental: 3218NE 12th St

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Homelessness is apparent
- Vandalism

- People sleeping in parked cars in parking lot
- Drug abuse
- Littering needles & trash

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- More shopping spots to enjoy
- More coffee shops in the area
- More businesses in the area

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
-

Ana Chavez – Sunset View Apartments: 1140 Edmonds Ave NE, Suite 300

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Illegal dumping
- Littering
- Trespassing – people are knocking down wooden fence to access vacant lot behind apartments
- Vacant lot behind apartments attract unwanted people & loitering
- Vandalism

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- Patrols to monitor vacant lot
- Fence vacant lot

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- New to the area, unsure

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
 - Believes it will be good for the area, will make it a more appealing neighborhood
-

N/A – Thrift-Electro: 1171 Kirkland Ave NE

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Nearby trailer park is a hot spot for crime
- Customers complain about the area and feel unsafe
- Theft in the area

- Drug abuse – drug deals in parking lot and behind building

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- Street maintenance services to make the area more clean
- Diversity in housing residents

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

N/A

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
 - Believes it is a good idea to have mixed-income housing – when low income housing is concentrated, crime is more likely
-

Maria Ramirez – Tienda Latina: 927 Harrington Ave NE

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Cost of doing business are rising (rent & utilities)
- Drug/alcohol abuse, drug deals in storefront; mainly among youth
- Low income customers moving out of the neighborhood since there is no sense of community

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More of a police presence

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Programs such as drug prevention, treatment centers, and rehabilitation housing – perhaps in schools
- Greater enforcement on school grounds

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Heard of a low income housing development coming in
 - Believes that there should be mixed income housing to balance out the concentration of poverty
-

Faraz Hussain – US Bank: 2950 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Vandalism
 - People “passed out” in front of store
-

- Panhandling is common
- Drug and alcohol abuse
- Customers feel unsafe
- Bus stop near ATM - can cause privacy/safety issues

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More police presence in the area
- Move methadone clinic closer to a police station
- Relocate bus stops away from ATM

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- More warm and inviting streetscape
- Bus stop next to ATM to be moved “halfway down”

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has heard of it of the Sunset Transformation Plan, but knows very little about it
-

Vitaliy Isak – Veneer: 1171 Kirkland Ave NE

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Social negativity (drug deals & gang violence)
- Loitering in parking lot behind building

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More police presence in the area

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

N/A

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has never heard of the Sunset Transformation Plan
 - Sunset area seems ran down
 - Believes the revitalization will clean up the area
-

Leeching Tran (on the Board of Chambers) – Viet Wah Asian Food Market: 2825 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- Loitering around building
 - Homelessness is apparent
 - Customers feel unsafe in the area
-

- Lost customers from the removal of the low-income housing

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

- More police presence in the area; consistent

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

- Public safety services

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has heard of the Sunset Transformation Plan
- Thinks it will be great for the businesses in the area since there is currently no community to serve

N/A – Walgreens: 3011 NE Sunset Blvd

Q1: Are you experiencing any business challenges that you believe are unique to the Sunset Area? What are those?

- High amount of theft
- Homelessness

Q2: Are there any public services the City of Renton could provide that would make a difference to your business?

N/A

Q3: What community assets would you like to see developed? This could mean expanding existing assets or creating new ones.

N/A

Q4: Do you know about the Sunset Area Community Revitalization and/or the Sunset Area Transformation Plan? If so, what do you think?

- Has heard very little about the Sunset Transformation Plan, but is interested in finding out about more

SUNSET AREA RETAIL MARKETPLACE PROFILE



Retail MarketPlace Profile

Sunset Study Area Grant Application
Area: 0.42 square miles

Prepared by CED/Planning

Summary Demographics						
2015 Population						2,689
2015 Households						1,109
2015 Median Disposable Income						\$35,961
2015 Per Capita Income						\$23,085
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$34,094,664	\$47,872,557	-\$13,777,893	-16.8	32
Total Retail Trade	44-45	\$30,626,184	\$43,049,100	-\$12,422,916	-16.9	18
Total Food & Drink	722	\$3,468,480	\$4,823,457	-\$1,354,977	-16.3	13
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,602,765	\$0	\$6,602,765	100.0	0
Automobile Dealers	4411	\$5,384,448	\$0	\$5,384,448	100.0	0
Other Motor Vehicle Dealers	4412	\$756,286	\$0	\$756,286	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$462,032	\$0	\$462,032	100.0	0
Furniture & Home Furnishings Stores	442	\$885,360	\$0	\$885,360	100.0	0
Furniture Stores	4421	\$531,694	\$0	\$531,694	100.0	0
Home Furnishings Stores	4422	\$353,667	\$0	\$353,667	100.0	0
Electronics & Appliance Stores	443	\$1,144,477	\$0	\$1,144,477	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,281,949	\$0	\$1,281,949	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,139,949	\$0	\$1,139,949	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$142,000	\$0	\$142,000	100.0	0
Food & Beverage Stores	445	\$6,603,219	\$24,045,529	-\$17,442,310	-56.9	5
Grocery Stores	4451	\$5,820,589	\$24,045,529	-\$18,224,940	-61.0	5
Specialty Food Stores	4452	\$462,524	\$0	\$462,524	100.0	0
Beer, Wine & Liquor Stores	4453	\$320,106	\$0	\$320,106	100.0	0
Health & Personal Care Stores	446,4461	\$1,715,833	\$6,579,571	-\$4,863,738	-58.6	2
Gasoline Stations	447,4471	\$1,811,893	\$2,843,920	-\$1,032,027	-22.2	1
Clothing & Clothing Accessories Stores	448	\$1,677,013	\$1,900,121	-\$223,108	-6.2	1
Clothing Stores	4481	\$1,274,227	\$0	\$1,274,227	100.0	0
Shoe Stores	4482	\$201,586	\$0	\$201,586	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$201,200	\$1,900,121	-\$1,698,921	-80.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$496,802	\$1,742,770	-\$1,245,968	-55.6	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$467,821	\$1,307,384	-\$839,563	-47.3	1
Book, Periodical & Music Stores	4512	\$28,981	\$435,386	-\$406,405	-87.5	1
General Merchandise Stores	452	\$5,892,842	\$3,252,821	\$2,640,021	28.9	1
Department Stores Excluding Leased Depts.	4521	\$4,185,992	\$317,831	\$3,868,161	85.9	1
Other General Merchandise Stores	4529	\$1,706,851	\$2,934,989	-\$1,228,138	-26.5	1
Miscellaneous Store Retailers	453	\$1,505,904	\$2,323,379	-\$817,475	-21.3	4
Florists	4531	\$45,499	\$59,999	-\$14,500	-13.7	1
Office Supplies, Stationery & Gift Stores	4532	\$335,490	\$0	\$335,490	100.0	0
Used Merchandise Stores	4533	\$93,026	\$857,256	-\$764,230	-80.4	1
Other Miscellaneous Store Retailers	4539	\$1,031,889	\$1,406,124	-\$374,235	-15.4	2
Nonstore Retailers	454	\$1,008,126	\$0	\$1,008,126	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$898,866	\$0	\$898,866	100.0	0
Vending Machine Operators	4542	\$15,030	\$0	\$15,030	100.0	0
Direct Selling Establishments	4543	\$94,230	\$0	\$94,230	100.0	0
Food Services & Drinking Places	722	\$3,468,480	\$4,823,457	-\$1,354,977	-16.3	13
Full-Service Restaurants	7221	\$1,996,818	\$3,184,964	-\$1,188,146	-22.9	9
Limited-Service Eating Places	7222	\$1,326,776	\$1,230,347	\$96,429	3.8	3
Special Food Services	7223	\$62,509	\$0	\$62,509	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$82,377	\$408,146	-\$325,769	-66.4	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail Marketplace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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March 28, 2016

RETAIL MARKETPLACE PROFILE FOR 10 MINUTE DRIVE FROM SUNSET AREA



Retail MarketPlace Profile

Sunset Center Driving Time
2801 NE 12th St, Renton, Washington, 98056
Drive Time: 10 minute radius

Prepared by CED/Planning
Latitude: 47.50276
Longitude: -122.18150

Summary Demographics						
2015 Population						89,423
2015 Households						35,379
2015 Median Disposable Income						\$56,319
2015 Per Capita Income						\$34,411
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$1,630,902,415	\$2,084,295,449	-\$453,393,034	-12.2	734
Total Retail Trade	44-45	\$1,467,567,832	\$1,918,686,416	-\$451,118,584	-13.3	446
Total Food & Drink	722	\$163,334,583	\$165,609,033	-\$2,274,450	-0.7	288
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surpl Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$332,737,416	\$648,653,573	-\$315,916,157	-32.2	56
Automobile Dealers	4411	\$269,207,163	\$596,268,365	-\$327,061,202	-37.8	26
Other Motor Vehicle Dealers	4412	\$41,420,903	\$25,737,980	\$15,682,923	23.4	10
Auto Parts, Accessories & Tire Stores	4413	\$22,109,350	\$26,647,228	-\$4,537,878	-9.3	19
Furniture & Home Furnishings Stores	442	\$44,154,068	\$48,885,783	-\$4,731,715	-5.1	22
Furniture Stores	4421	\$26,360,595	\$28,789,344	-\$2,428,749	-4.4	9
Home Furnishings Stores	4422	\$17,793,474	\$20,096,439	-\$2,302,965	-6.1	13
Electronics & Appliance Stores	443	\$56,069,656	\$141,761,370	-\$85,691,714	-43.3	28
Bldg Materials, Garden Equip. & Supply Stores	444	\$69,634,851	\$37,008,124	\$32,626,727	30.6	39
Bldg Material & Supplies Dealers	4441	\$61,965,575	\$35,067,101	\$26,898,474	27.7	35
Lawn & Garden Equip & Supply Stores	4442	\$7,669,276	\$1,941,022	\$5,728,254	59.6	5
Food & Beverage Stores	445	\$300,215,832	\$332,685,898	-\$32,470,066	-5.1	58
Grocery Stores	4451	\$264,127,683	\$309,364,661	-\$45,236,978	-7.9	39
Specialty Food Stores	4452	\$20,795,949	\$13,994,915	\$6,801,034	19.5	16
Beer, Wine & Liquor Stores	4453	\$15,292,200	\$9,326,322	\$5,965,878	24.2	3
Health & Personal Care Stores	446,4461	\$83,315,255	\$84,723,774	-\$1,408,519	-0.8	38
Gasoline Stations	447,4471	\$84,521,280	\$69,537,322	\$14,983,958	9.7	22
Clothing & Clothing Accessories Stores	448	\$76,949,438	\$114,854,484	-\$37,905,046	-19.8	40
Clothing Stores	4481	\$57,937,558	\$28,176,866	\$29,760,692	34.6	23
Shoe Stores	4482	\$8,698,686	\$5,637,962	\$3,060,724	21.3	5
Jewelry, Luggage & Leather Goods Stores	4483	\$10,313,193	\$81,039,656	-\$70,726,463	-77.4	12
Sporting Goods, Hobby, Book & Music Stores	451	\$24,609,090	\$37,433,410	-\$12,824,320	-20.7	37
Sporting Goods/Hobby/Musical Instr Stores	4511	\$23,264,089	\$33,225,466	-\$9,961,377	-17.6	29
Book, Periodical & Music Stores	4512	\$1,345,001	\$4,207,945	-\$2,862,944	-51.6	8
General Merchandise Stores	452	\$274,763,139	\$298,746,966	-\$23,983,827	-4.2	17
Department Stores Excluding Leased Depts.	4521	\$196,998,628	\$186,753,253	\$10,245,375	2.7	7
Other General Merchandise Stores	4529	\$77,764,511	\$111,993,713	-\$34,229,202	-18.0	9
Miscellaneous Store Retailers	453	\$72,446,269	\$63,842,613	\$8,603,656	6.3	80
Florists	4531	\$2,500,272	\$1,818,328	\$681,944	15.8	10
Office Supplies, Stationery & Gift Stores	4532	\$16,242,502	\$7,533,145	\$8,709,357	36.6	9
Used Merchandise Stores	4533	\$4,437,777	\$6,798,122	-\$2,360,345	-21.0	15
Other Miscellaneous Store Retailers	4539	\$49,265,717	\$47,693,018	\$1,572,699	1.6	46
Nonstore Retailers	454	\$48,151,537	\$40,553,100	\$7,598,437	8.6	8
Electronic Shopping & Mail-Order Houses	4541	\$43,035,368	\$36,998,384	\$6,036,984	7.5	4
Vending Machine Operators	4542	\$678,355	\$123,360	\$554,995	69.2	1
Direct Selling Establishments	4543	\$4,437,815	\$3,431,356	\$1,006,459	12.8	4
Food Services & Drinking Places	722	\$163,334,583	\$165,609,033	-\$2,274,450	-0.7	288
Full-Service Restaurants	7221	\$94,523,961	\$87,200,565	\$7,323,396	4.0	172
Limited-Service Eating Places	7222	\$62,036,766	\$70,008,060	-\$7,971,294	-6.0	95
Special Food Services	7223	\$3,076,102	\$3,658,307	-\$582,205	-8.6	6
Drinking Places - Alcoholic Beverages	7224	\$3,697,755	\$4,742,102	-\$1,044,347	-12.4	15

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

March 30, 2016