

City of Sammamish

Economic Development Strategic Plan

Economic Profile Working Draft: April 9, 2013



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- ✓ Sammamish retail trade area assessment
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- ✓ Taxable retail sales analysis
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Real Estate Market Analysis

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- ❑ Market absorption
- ❑ Commercial and residential lease rates
- ❑ Commercial and residential sales trends
- ❑ Regional comparison

Comparison Cities and Comparative Advantages

Comparison Cities Selection

- ✓ Cities within Puget Sound region (neighbors, peer communities)
- ✓ Comparable cities outside region

Population and Demographics

- ✓ Population trends and forecasts
- ❑ Race/ethnicity and nationality
- ❑ Age distribution

Housing

- ✓ Household mix (owners vs renters)
- Housing unit mix (multifamily vs single family)
- ❑ Household size
- ✓ Housing unit growth
- ✓ Household income

Employment

- ✓ Employment by sector
- ❑ Employment forecasts
- ✓ Jobs to housing ratio

Taxable Retail Sales

- ✓ Total taxable retail sales
- ❑ Taxable retail sales by category
- ✓ Taxable retail sales per capita

Prospective Industries

- ✓ Existing industries and employment
- ❑ Journey to work analysis
- ❑ Home based work force assessment

Legend

- ❑ *Incomplete*
- ✓ *Complete or in progress*

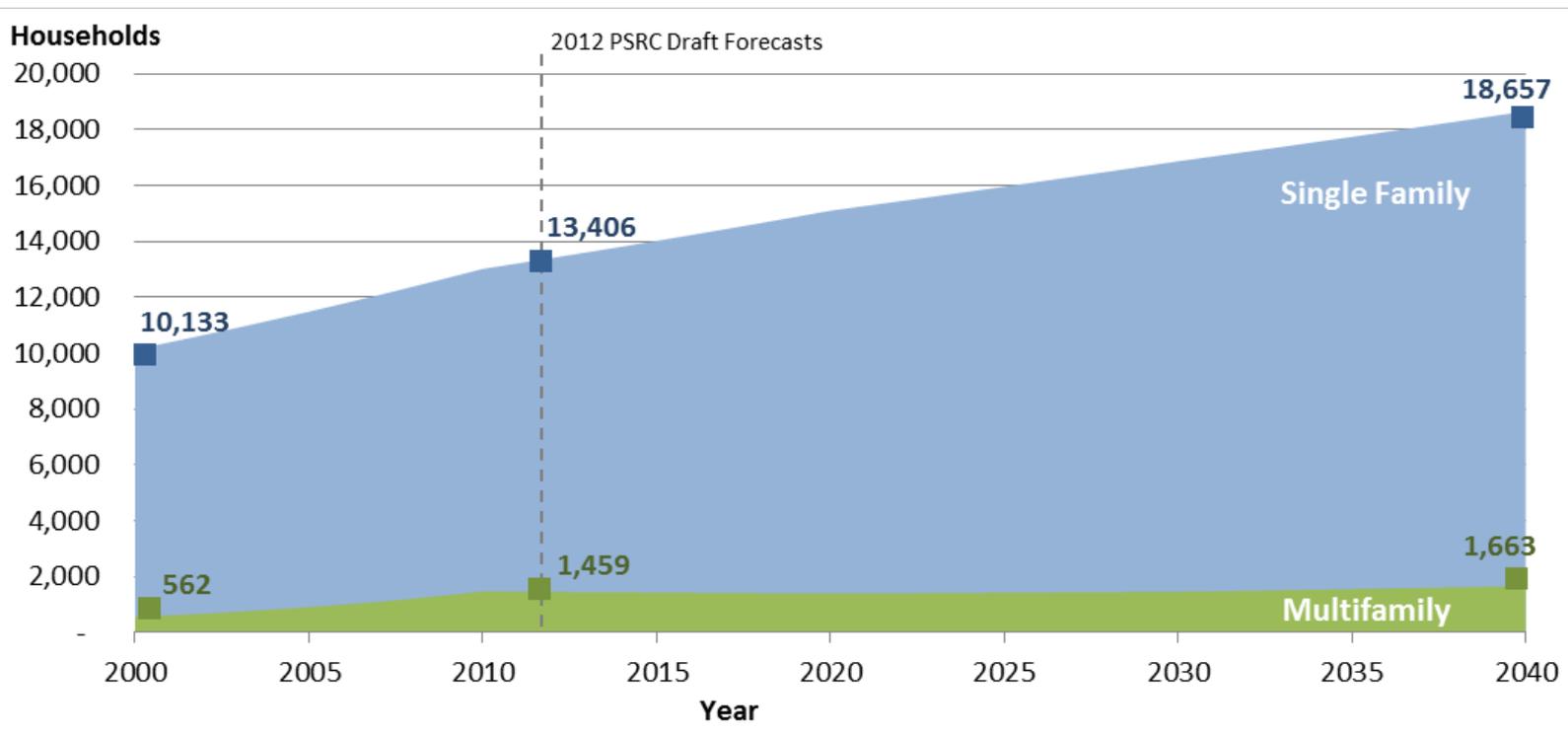
Growth Forecasts

Planned Capacity, Sammamish Town Center

Commercial Space (square feet)	
Allocated	480,000
Bonus	120,000
Total	600,000

Residential Units (range)	
Low	1,300
High	2,000

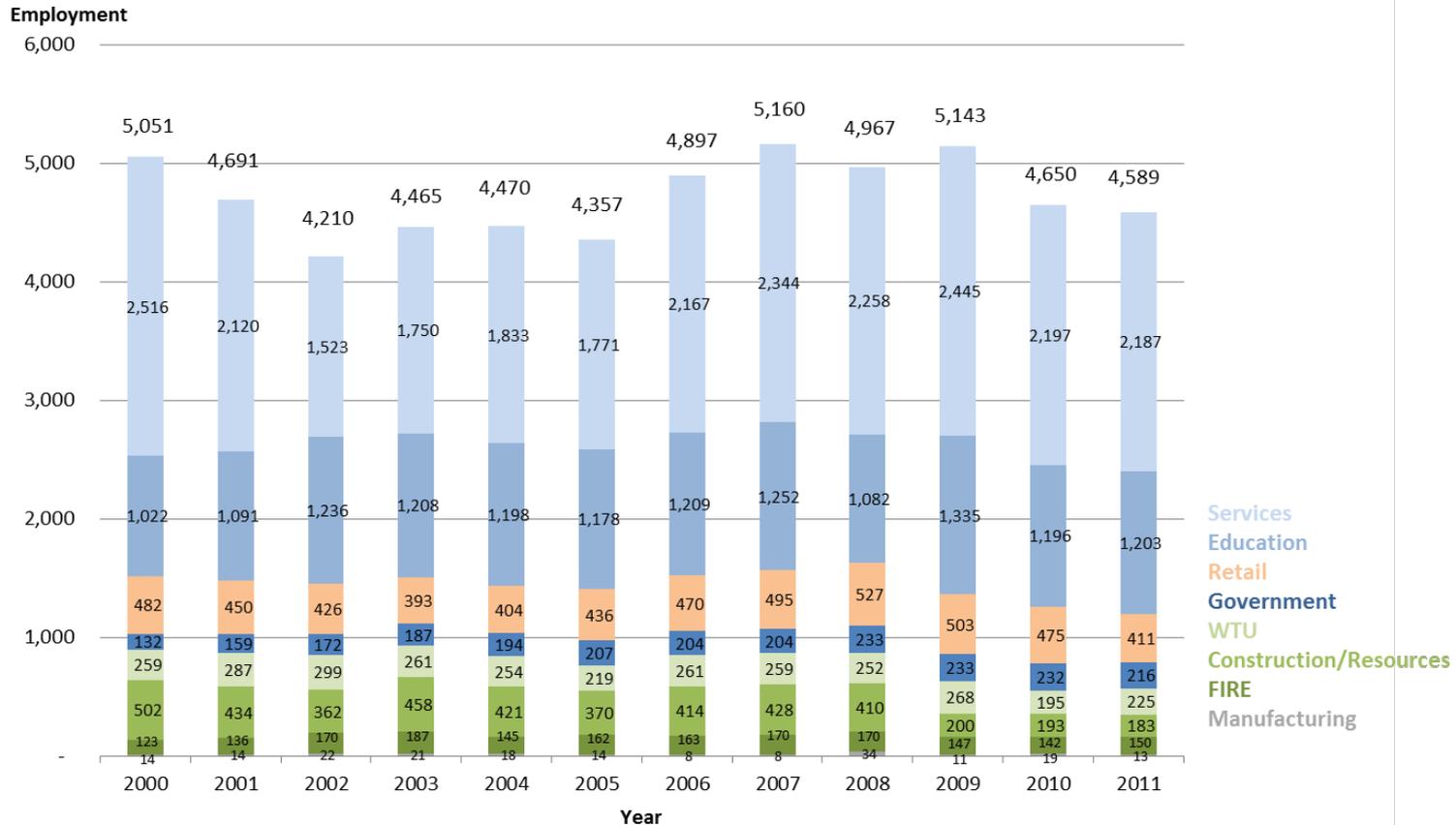
PSRC Growth Forecast, City of Sammamish, 2000-2040



Source: Puget Sound Regional Council, 2013, City of Sammamish Municipal Code, 2013, Community Attributes, Inc., 2013

Covered Employment

Covered Employment, City of Sammamish, 2000-2011



*WTU is Wholesale, Transportation and Utilities; FIRE is Finance, Insurance and Real Estate

Source: Puget Sound Regional Council, 2013

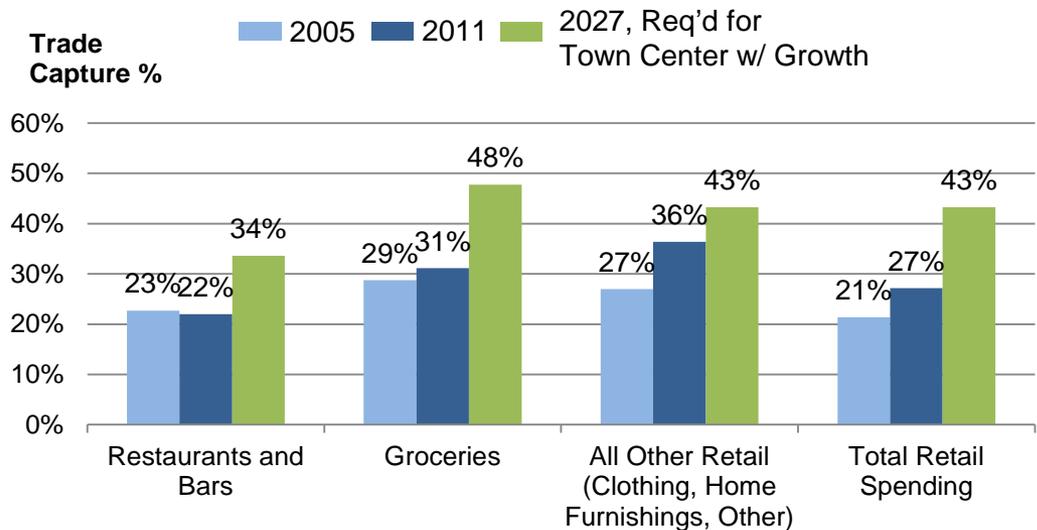
Retail Trade Capture

Baseline citywide population growth alone will not support Town Center Retail

Sammamish can increase trade capture in two ways:

- i. Capture more local residents' spending (primary focus)
- ii. Attract some out of town visitors (strategically and organically)

Leakage Analysis, City of Sammamish, 2011



Source: Claritas, Inc., Washington State Department of Revenue (2013)

Retail Trade Area

Increasing trade capture will require efforts to differentiate Sammamish from Redmond and Issaquah.

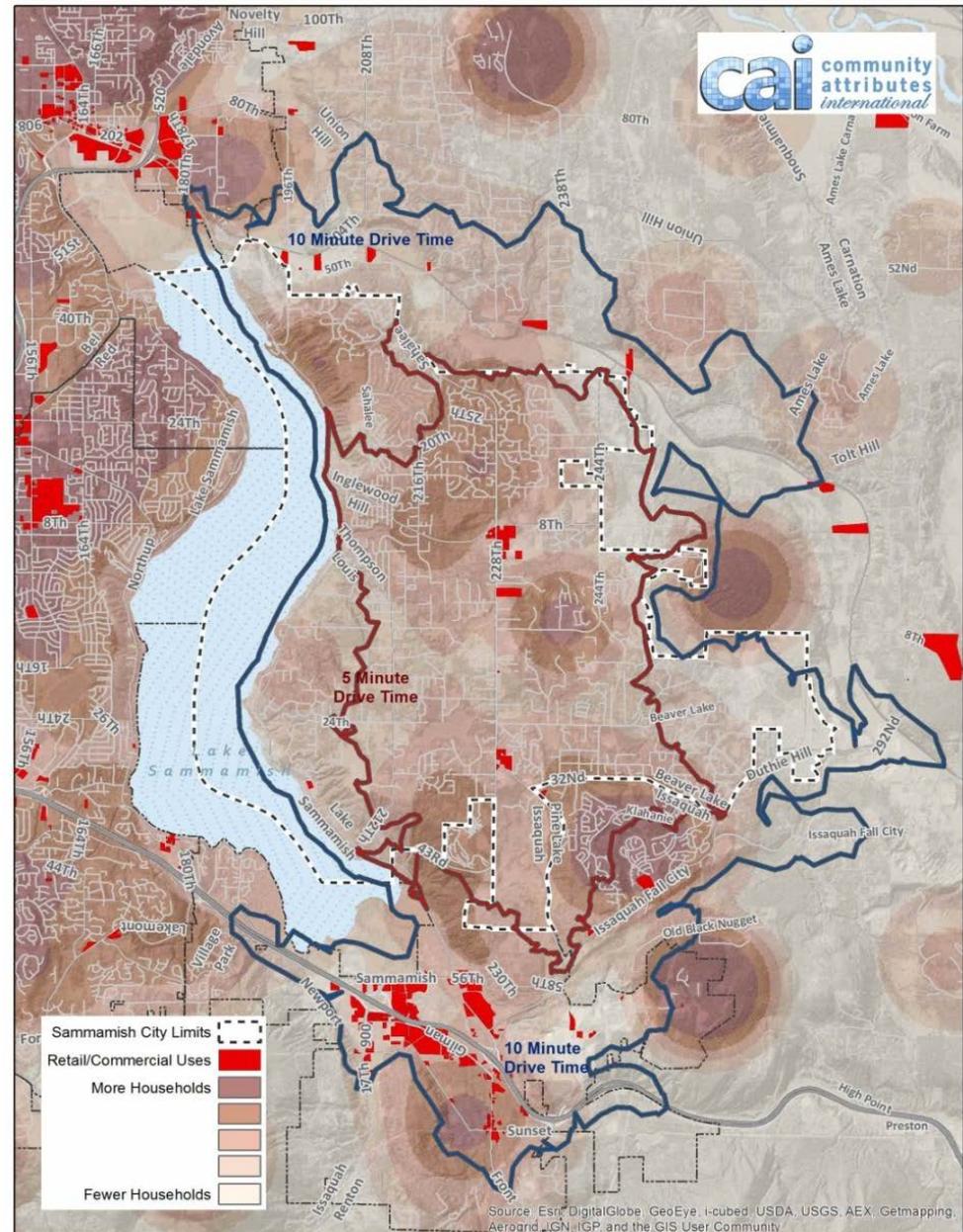
- Redmond has big box retail and Redmond Town Center.
- Issaquah has big box retail and several commercial centers.

Sammamish has ...

- Two established, grocery-anchored commercial centers

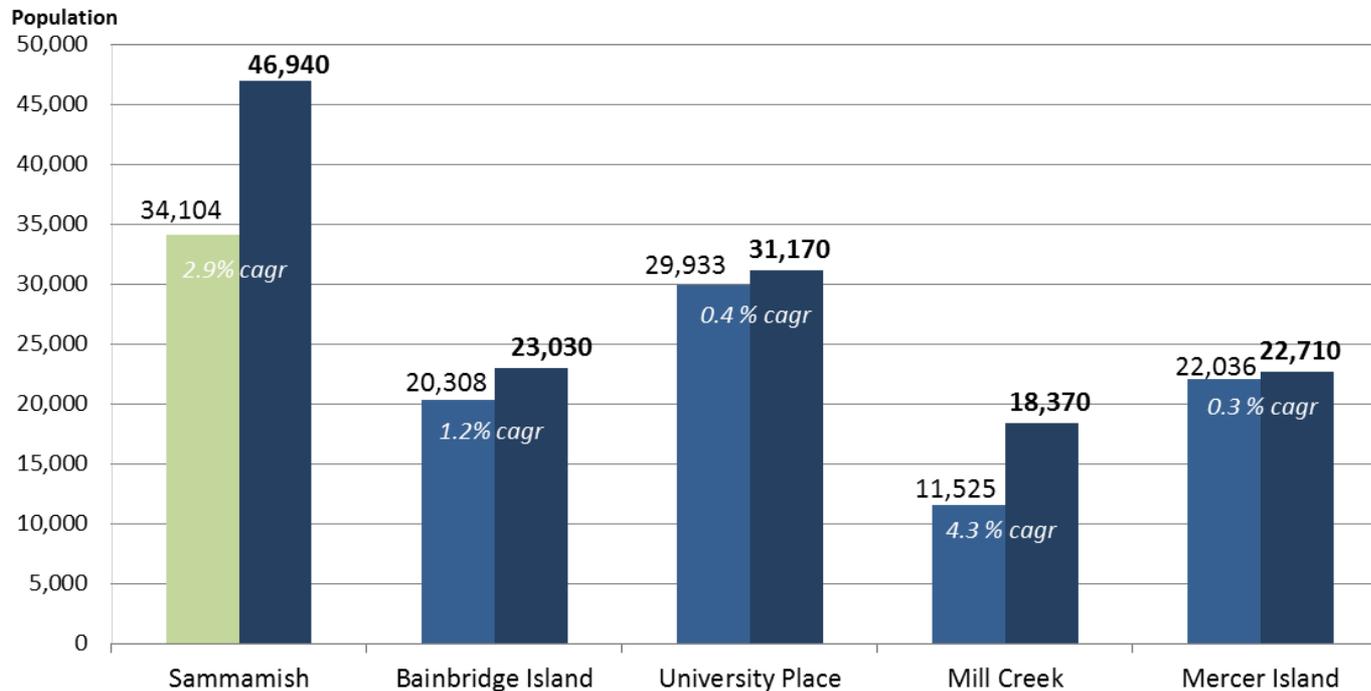
Sammamish Town Center can differentiate itself by...

- A strong sense of place
- Family-oriented offerings
- Recreation, entertainment
- High-end boutiques
- Gourmet food destinations



Peer Cities - Population

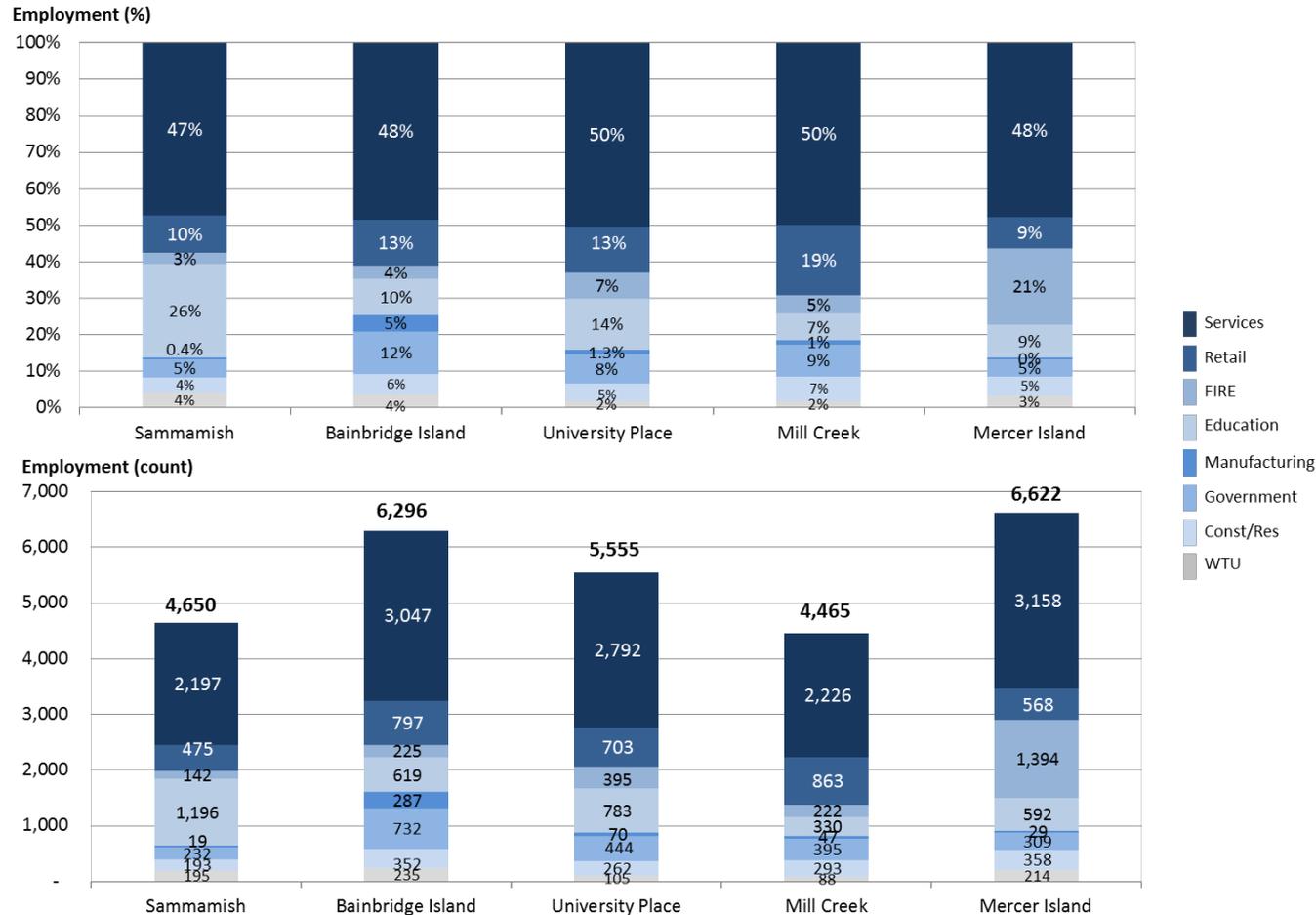
Population Growth, Peer Cities, 2000-2011



Source: Washington Office of Financial Management, 2013
cagr: compound annual growth rate

Peer Cities - Covered Employment

Covered Employment, Peer Cities, 2011

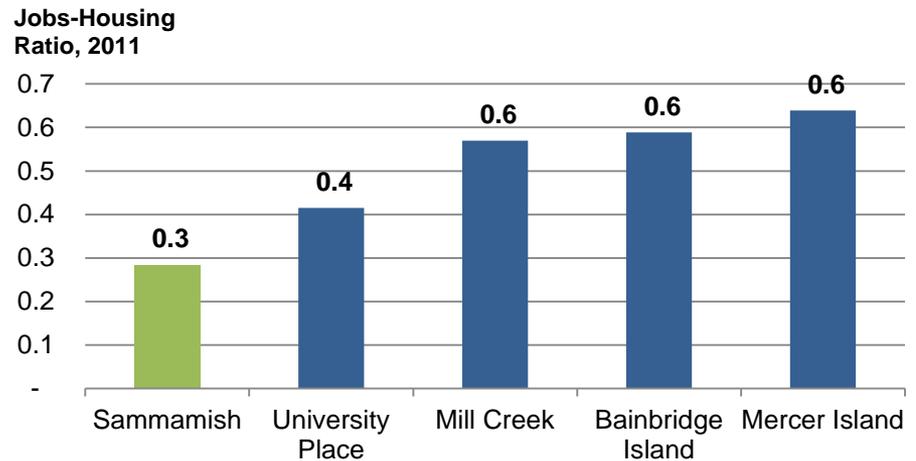


Source: Puget Sound Regional Council, 2013.

Peer Cities - Jobs to Housing Ratio

- Population growth will occur naturally
- Adding density, jobs and retail requires some effort
- Vision horizon
 - 50+ years allows for big dreams and less conflict
 - 20 years aligns with GMA and planning docs
 - 10 years is more tangible and actionable
- Adding 1,700 jobs and 4,200 households by 2027 will maintain 0.3 jobs to housing ratio for Sammamish.

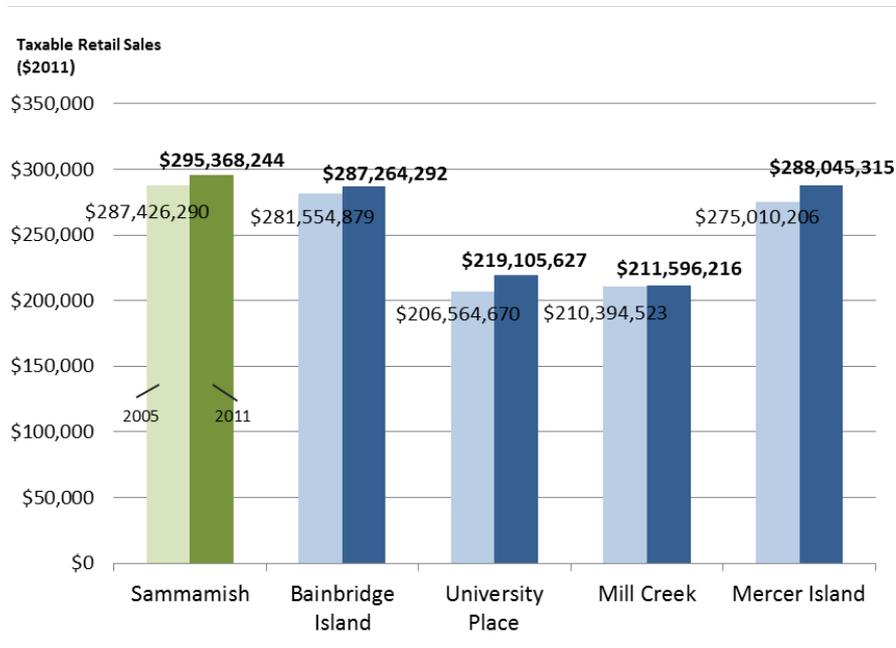
Jobs to Housing Ratio, Peer Communities, 2011



Source: CAI, Washington Revenue Dept. and Office of Financial Management, 2013.

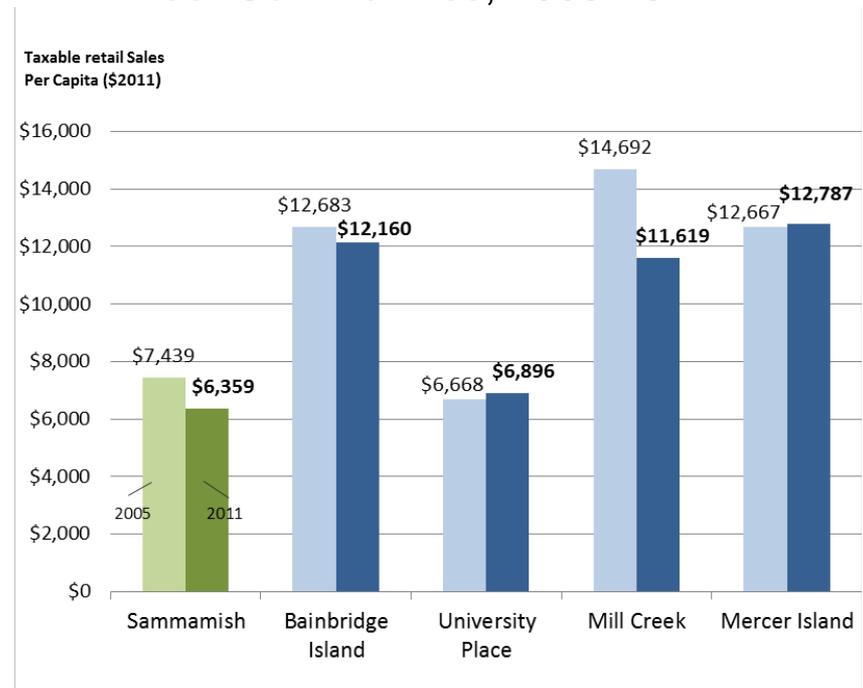
Peer Cities – Taxable Retail Sales

Total Taxable Retail Sales,
Peer Communities, 2005-2011



Source: Washington Department of Revenue, 2012.

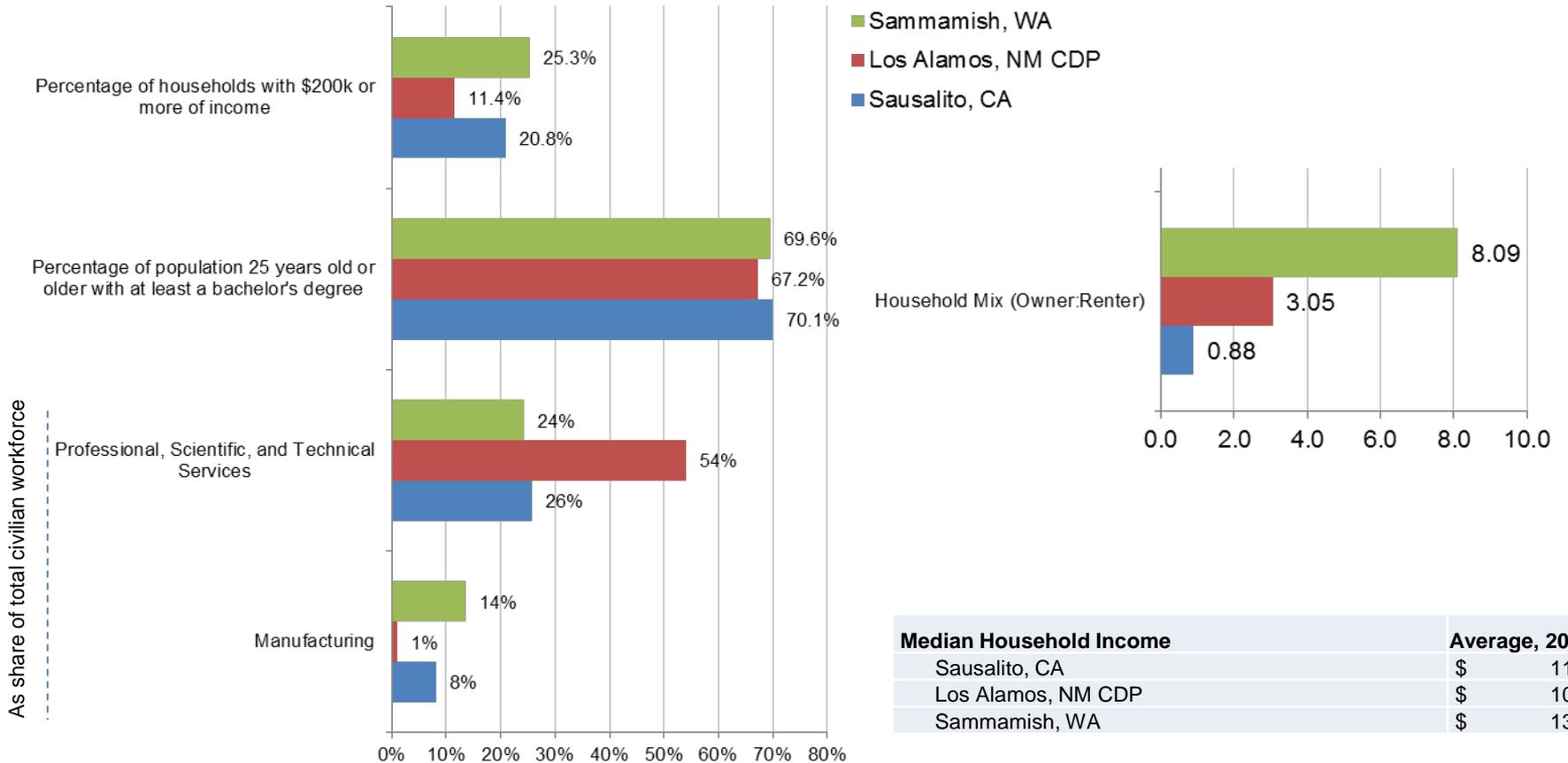
Taxable Retail Sales Per Capita,
Peer Communities, 2005-2011



Source: Washington Department of Revenue, 2012, Washington Office of Financial Management, 2012.

Peer Cities – Outside Puget Sound Region

Sausalito, CA; Los Alamos, NM; and Sammamish, WA



Source: American Community Survey, 2007-2011, Community Attributes, Inc., 2013

Note: on employment data: in this slide, employment represents those employed in civilian jobs, regardless of where their place of work is (whereas covered employed represents jobs in the defined area).