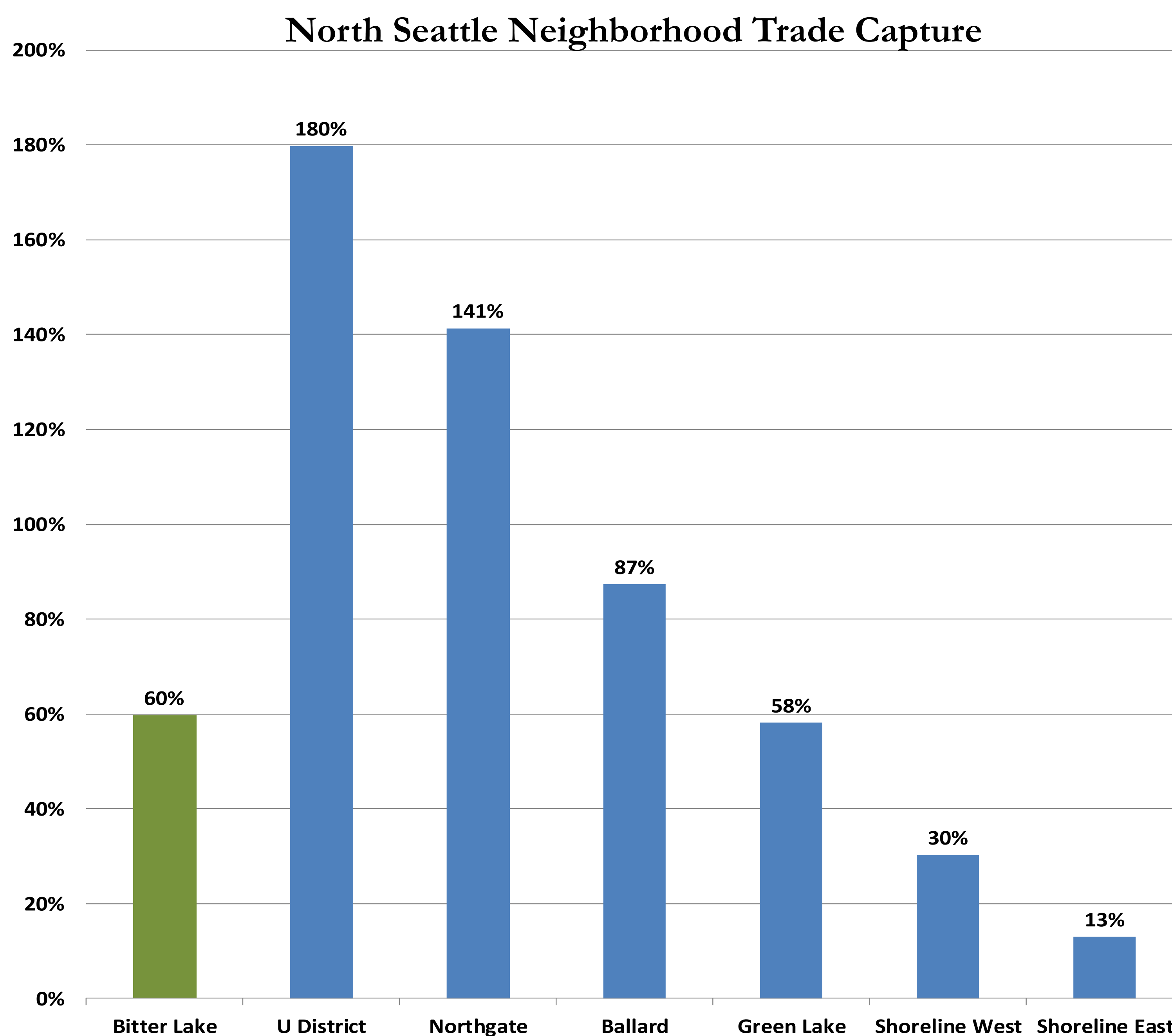


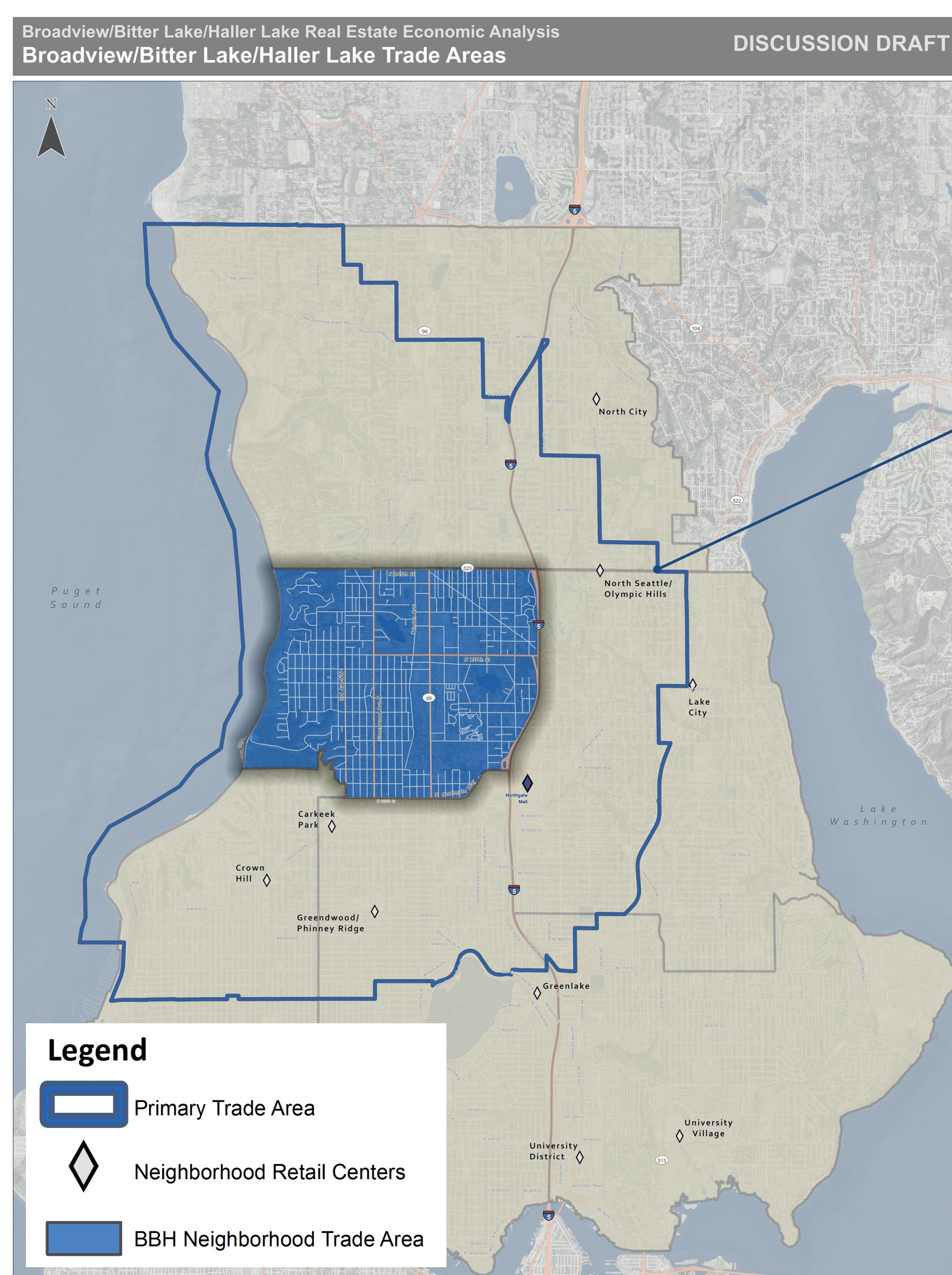
What is the trade capture for Broadview/Bitter Lake/ Haller Lake?



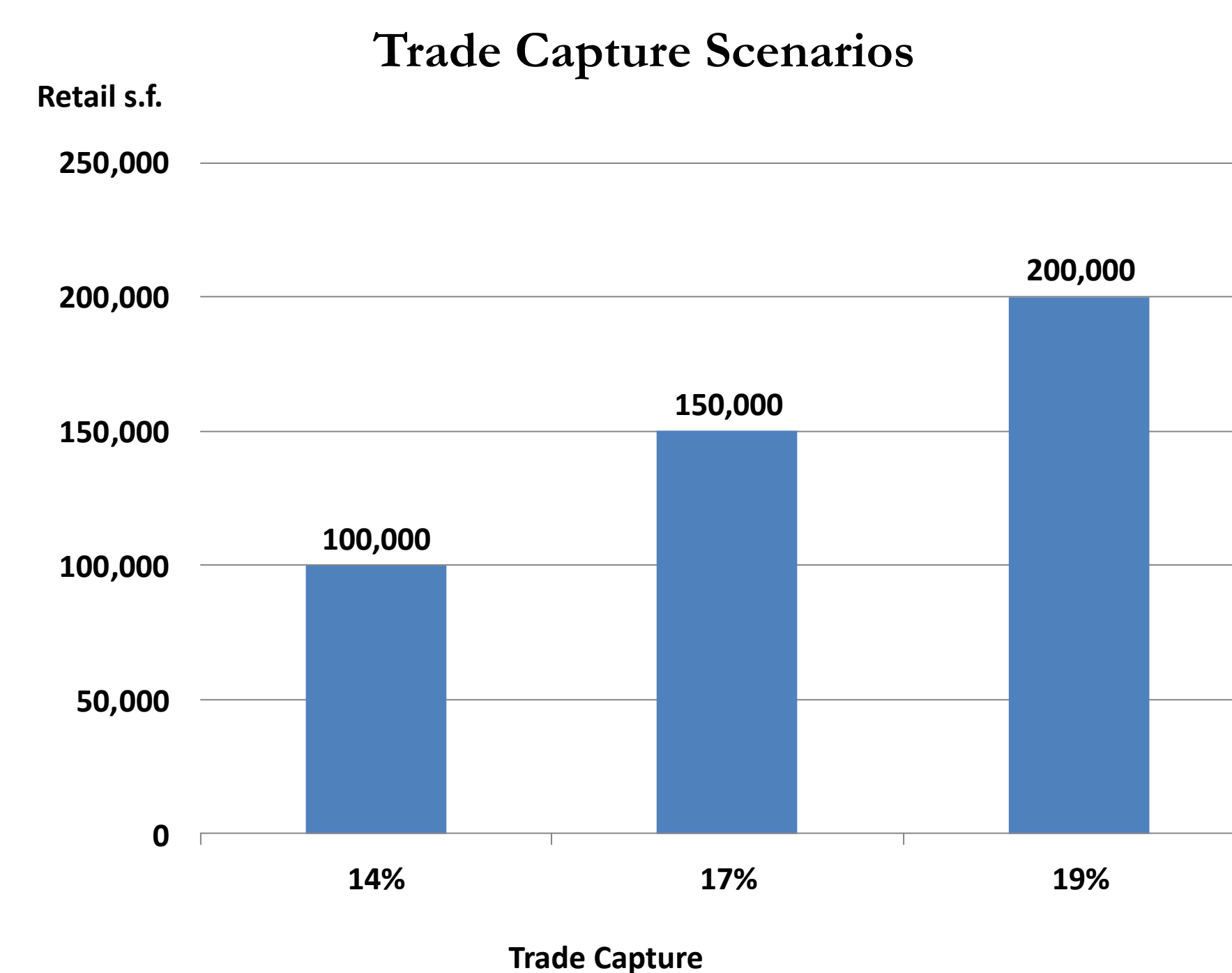
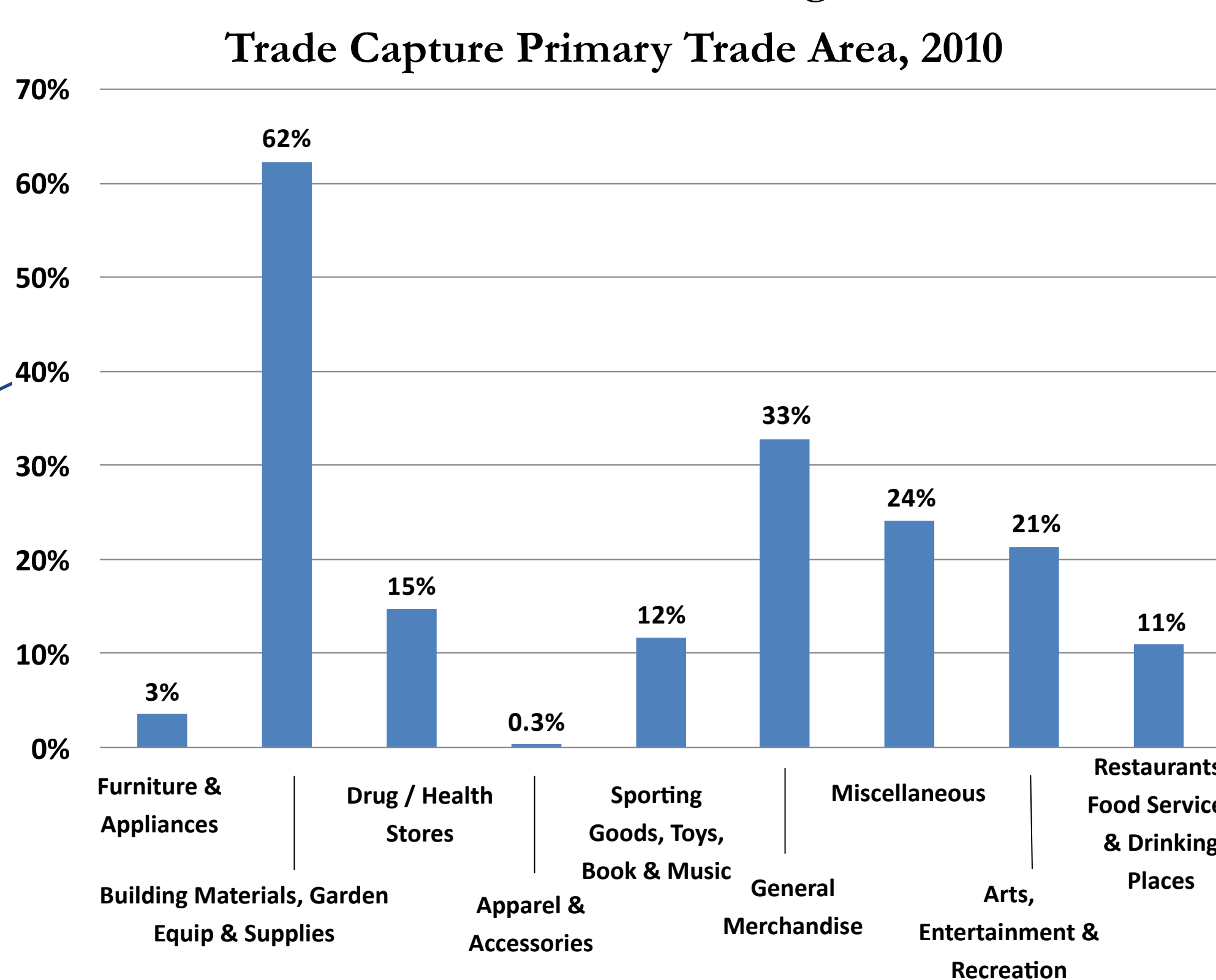
- Retailers along Aurora Avenue / Hwy 99 in Northwest Seattle draw customers in from all over the region. Home Depot, Lowe's, Kmart and Sam's Club, in particular, provide a large amount of products that consumers will drive from all over north Seattle and Shoreline regions to purchase. Car dealerships draw from an even larger region.
- When removing the general merchandise and home improvement stores from the equation, the trade capture of neighborhood businesses is much lower.
- The exhibit to the right examines BBH retail activity – excluding the auto sales and services, general merchandise and home improvement materials categories – in comparison to other North Seattle and Shoreline neighborhoods.
 - ◊ Interpretation: If a neighborhood had a trade capture rate of exactly 100%, then sales in that neighborhood would be equivalent to if all people in their neighborhood spent all of their disposable income in their neighborhood, and if no outside consumers came into their neighborhood to purchase goods.
- Predictably, smaller footprint retailers in BBH capture sales equivalent to a smaller share of their neighborhood population than some North Seattle neighborhoods, and more than a few others.



Trade Capture of Broadview / Bitter Lake / Haller Lake Primary Retail Trade Area



Broadview/Bitter Lake/Haller Lake Neighborhood Retailers'



- The data in this section examines a larger geography in order to reflect the primary trade area from which one would expect Broadview/Bitter Lake/ Haller Lake and Greenwood retailers to draw their customer base from.
- The primary trade area represents an estimate of the geographic area from which approximately 2/3 of a retailer's customers would come. *This analysis excludes retail related to Lowes, Home Depot, Sam's Club, K-Mart.*
- The trade capture data show opportunities for growth from the following categories:

- ◊ Furniture & Appliances
- ◊ Drug/Health Stores
- ◊ Apparel & Accessories
- ◊ Restaurants
- ◊ Sporting Goods, Toy Books & Music Stores
- ◊ Food Services

Retail Growth Scenarios:

- New retailers will succeed in the BBH neighborhood by gaining retail sales, which can only happen in one of three ways: (1) increases in the residential population in the neighborhood and trade area; (2) retailers collectively capture more spending from residents within the trade area; or (3) retailers draw in more people from outside of the trade area.
- At present, retailers in the BBH neighborhood are supported by sales equivalent to roughly 10% of retail spending by residents in the primary trade area. The exhibit above titled "Trade Capture Scenarios" shows the amount of new retail space supportable by increases in trade capture.
- For comparison, the increased trade capture scenarios shown above generally reflect trade capture rates similar to those of Ballard, in comparison to a trade area of similar size as that of Broadview/Bitter Lake/Haller Lake. In other words, a trade capture increased to 16% of the primary trade area, would require retail concentration similar to that of Ballard.
- Typical neighborhood restaurants might require 7,500 s.f. Space needs for typical boutique stores can range from a few hundred s.f. to a few thousand s.f. A typical Trader Joe's might require 20,000 s.f. The table below provides illustrations of the amount of retail associated with each total s.f. scenario from the "Trade Capture Scenarios" exhibit:

100,000 s.f.	150,000 s.f.	200,000 s.f.
1 Small Grocer	1 Small Grocer	1 Small Grocer
6 Family Restaurants	12 Family Restaurants	16 Family Restaurants
14 Boutique Shops	16 Boutique Shops	24 Boutique Shops