



TEN-YEAR ECONOMIC DEVELOPMENT STRATEGIC PLAN STEERING COMMITTEE

THE CITY OF AUBURN, WA

DECEMBER 2015



1

PROGRESS TO DATE

WHAT WE'VE BEEN UP TO

- Trip 1
 - Kick-off meeting
 - Windshield tour
 - Interviews with city staff, Chamber, ADA – (6 interviews)
 - Focus group with real estate brokers & developers – (17 attendees)
- Interviews with all City Council members
- Trip 2
 - Focus area discussion – Downtown, Auburn Way South & North, Lakeland Hills
 - Employer interviews – MultiCare, Orion Industries
 - Muckleshoot Tribe
- Existing conditions analysis: in-progress
 - Demographics
 - Workforce & economy
 - Regulatory review
 - Baseline analysis
- Market capacity study: in-progress
 - Retail trade area definitions & interactive map
 - Retail leakage & gap analysis

SCHEDULE

LEGEND: ①-⑥ Team meetings ★ Leadership roundtable ◆ Progress report

PHASE/TASK	2015			2016							
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG

0 Project management

Team meeting	①		②		③		④		⑤		⑥
Progress report		◆	◆	◆	◆	◆	◆	◆	◆	◆	◆

IMPLEMENTATION

1 Discovery

Kick-off meeting	KICKOFF	DISCOVERY PHASE (PRELIM.)			OPPORTUNITY WORKSHOP		STRATEGY REFINEMENT		ROLL-OUT		
Existing conditions analysis	█	█			█		█		█		
Market capacity study	█	█			█		█		█		
SWOT analysis	█	█			█		█		█		

2 Opportunity

Stakeholder engagement											
Leadership roundtables			★				★		★		
Focus groups & interviews	█	█	█	█	█	█	█	█	█	█	█
On-line engagement			█	█	█	█	█	█	█	█	█
Best practices research				█	█	█	█	█	█	█	█
Reverse site selection				█	█	█	█	█	█	█	█
Perception survey				█	█	█	█	█	█	█	█
Target industry analysis				█	█	█	█	█	█	█	█
Marketing review				█	█	█	█	█	█	█	█

3 Implementation

Strategic plan (draft)								█	█	█	█
Implementation matrix										█	█
Plan review & adoption										█	█



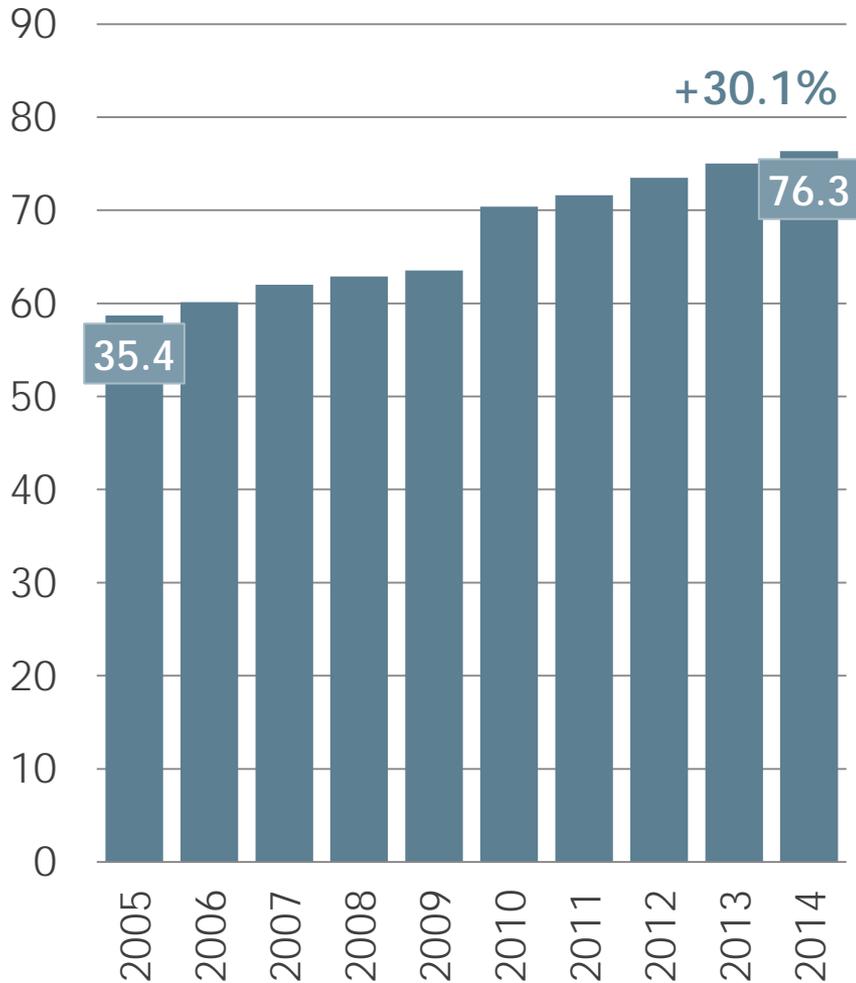
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PRELIMINARY FINDINGS

POPULATION GROWTH

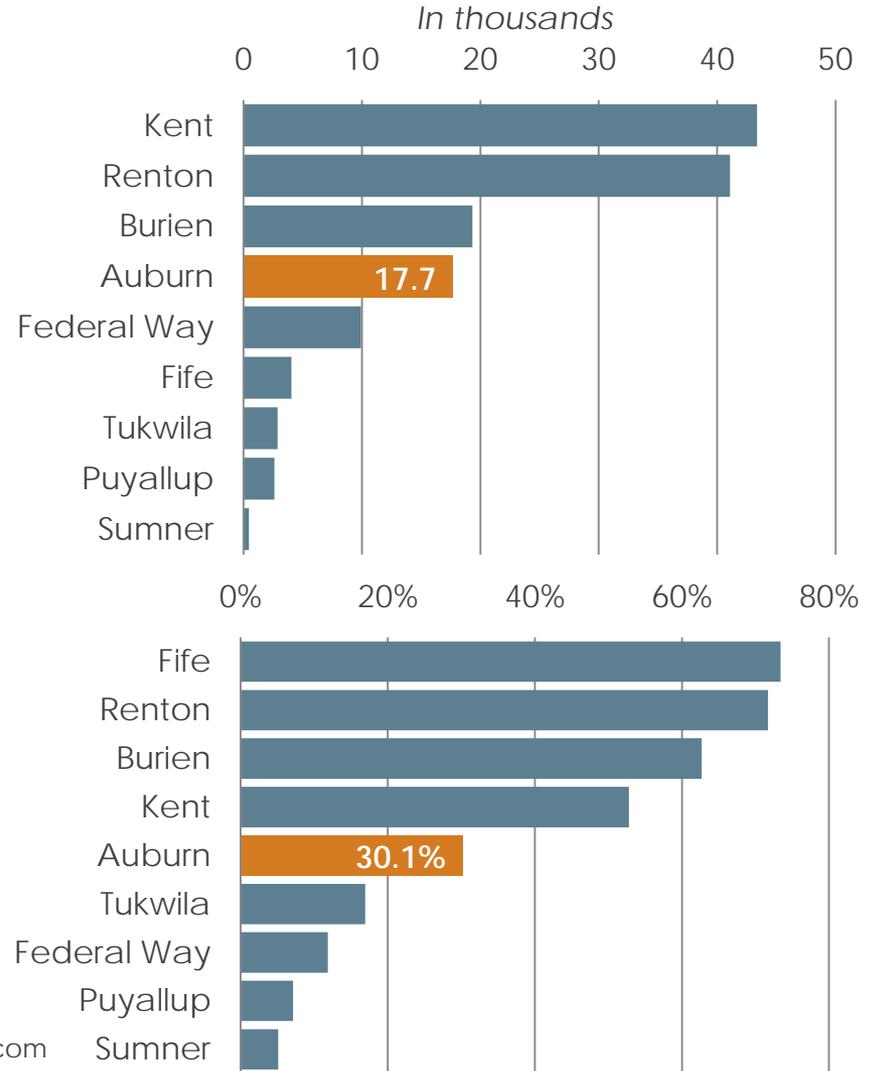
CITY OF AUBURN POPULATION

2005-2014



CHANGE IN POPULATION

vs peers, 2005-2014



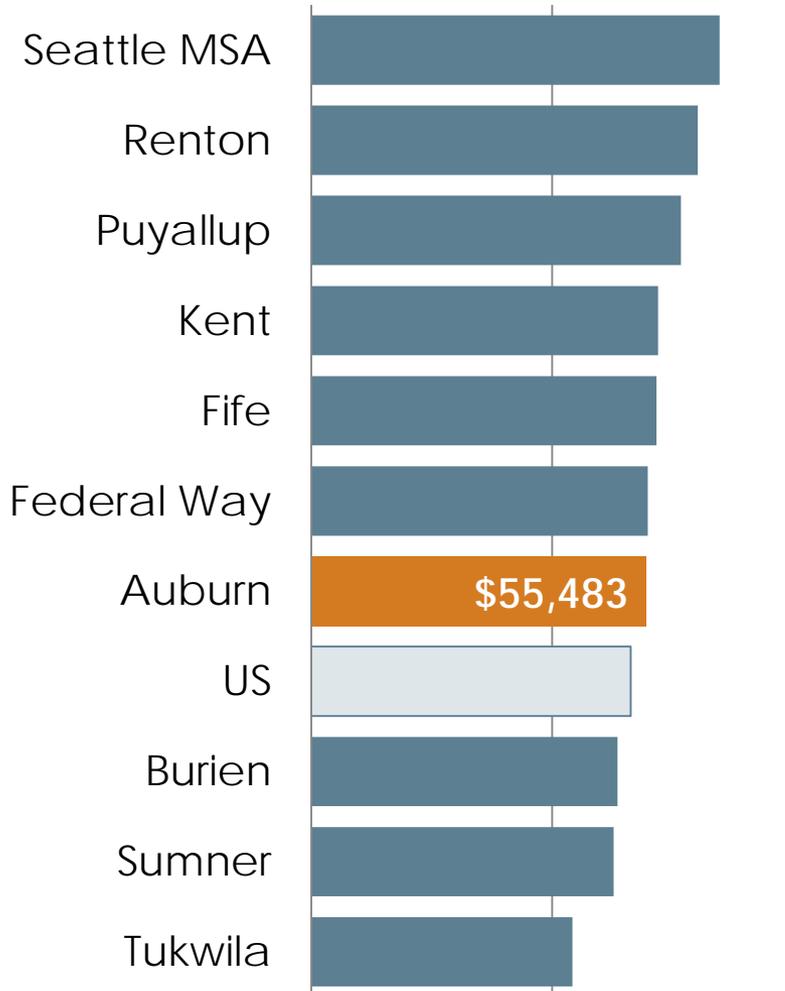
Source: US Census Bureau, Population Estimates program via economy.com

SOCIOECONOMICS

MEDIAN HOUSEHOLD INCOME

2013

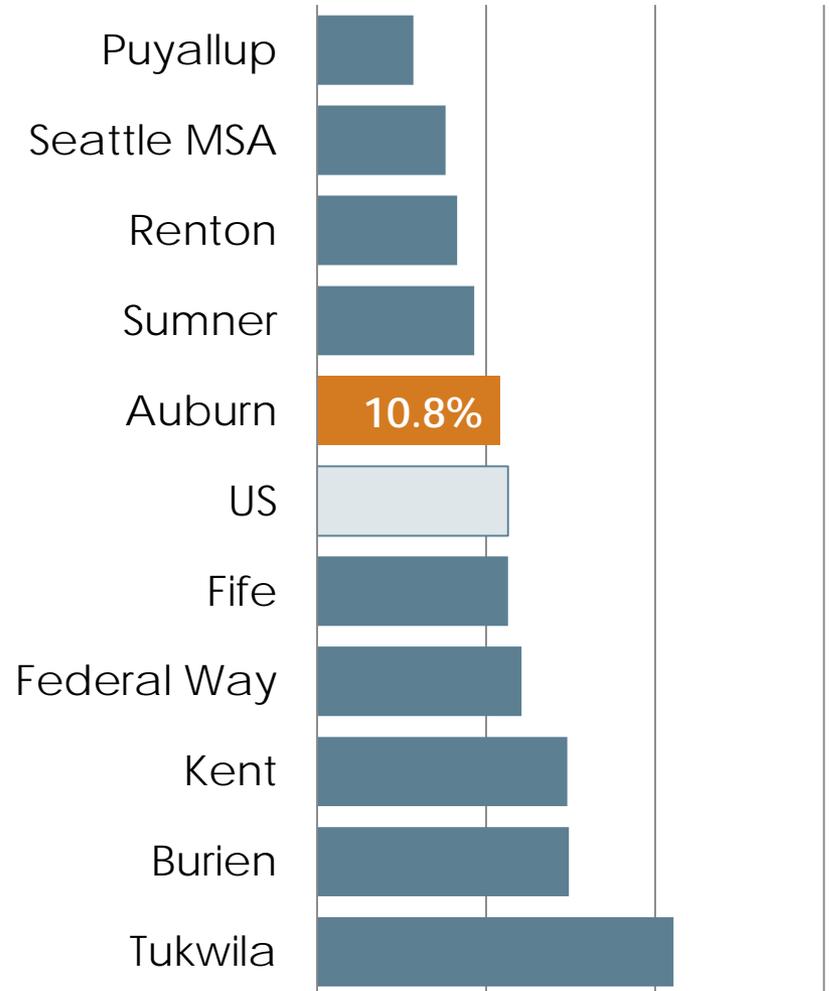
0 40,000 80,000



POVERTY RATE

2013

0% 10% 20% 30%

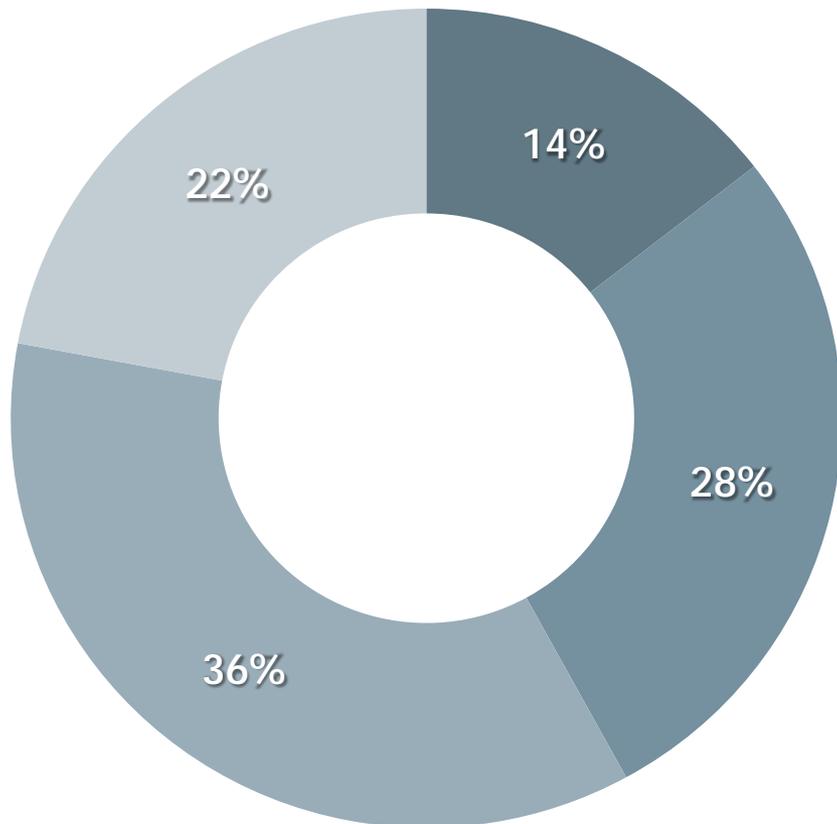


EDUCATIONAL ATTAINMENT

CITY OF AUBURN

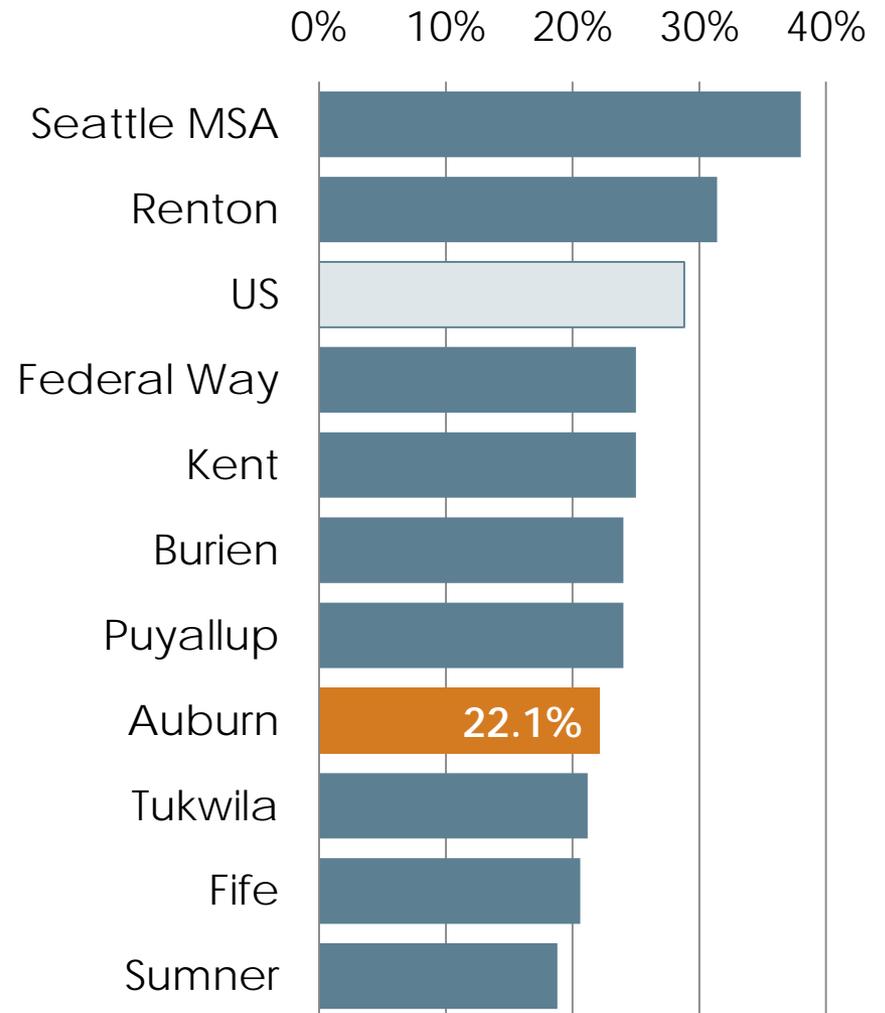
Population 25+, 2013

- Less than High School
- HS Diploma/GED
- Some College (incl. Associates)
- Bachelor's or Above



PERCENT BACHELOR'S OR HIGHER

vs peers, 2013



SCHOOL DISTRICTS

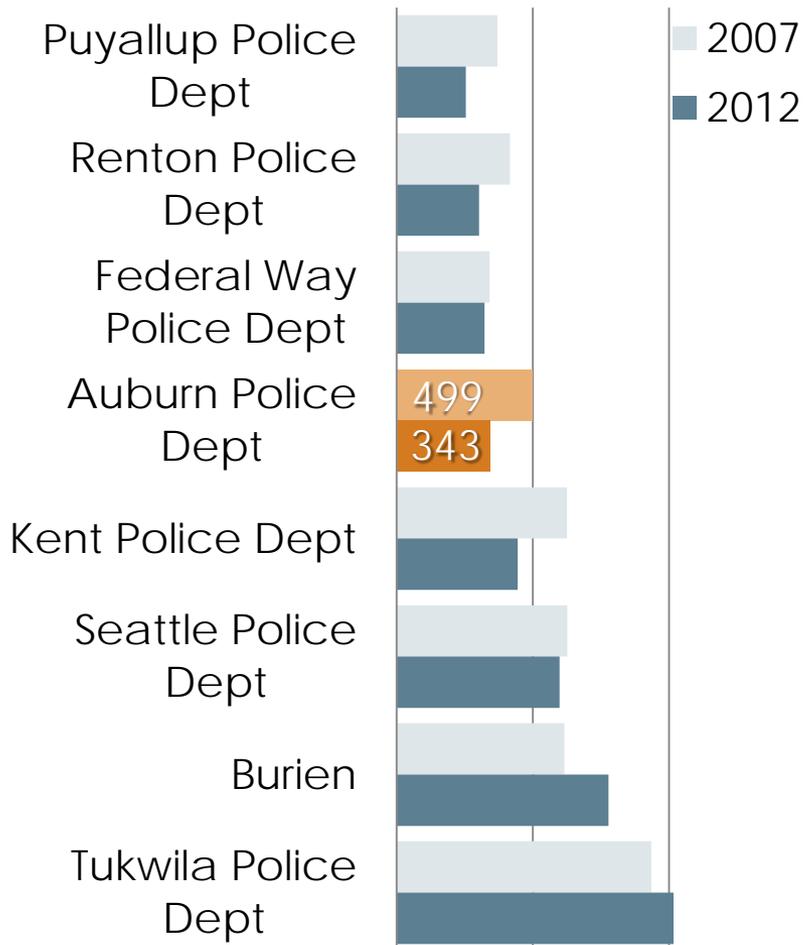
District	Number Students	Rank (2012-13)	Rank Change from 2012	School Digger Star Rating (2013)
Sumner School District	8,527	37	+5	4
Puyallup School District	20,625	67	-8	4
Seattle Public Schools	50,655	72	+3	4
Renton School District	14,981	85	+23	3
Auburn School District	14,774	88	-3	3
Kent School District	27,518	107	-1	3
Fife School District	3,578	123	+49	3
Federal Way School District	22,231	152	-10	2
Tukwila School District	2,960	194	+5	1

PUBLIC SAFETY

VIOLENT CRIME

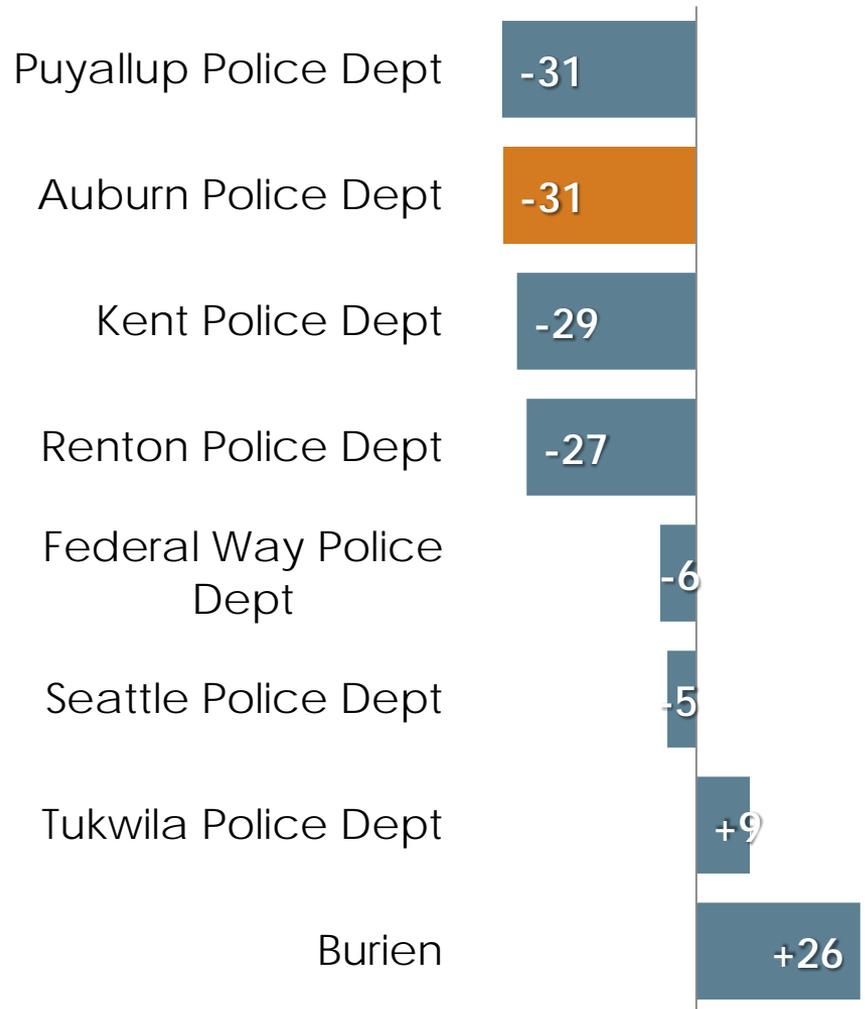
Per 1,000 Residents, 2007-12

0 500 1,000 1,500



CHANGE IN VIOLENT CRIME

Per 1,000 Residents, 2007-12

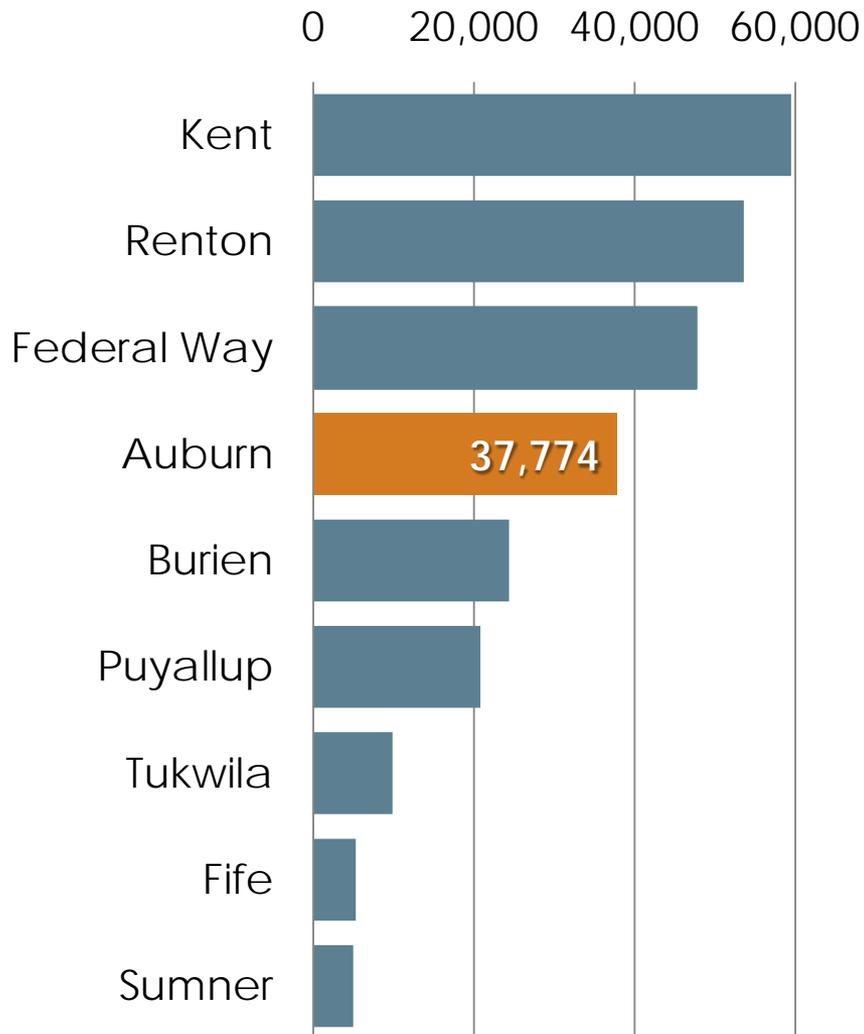


Source: Uniform Crime Reports, FBI. Note: Only for places with populations > 10,000.

LABORFORCE

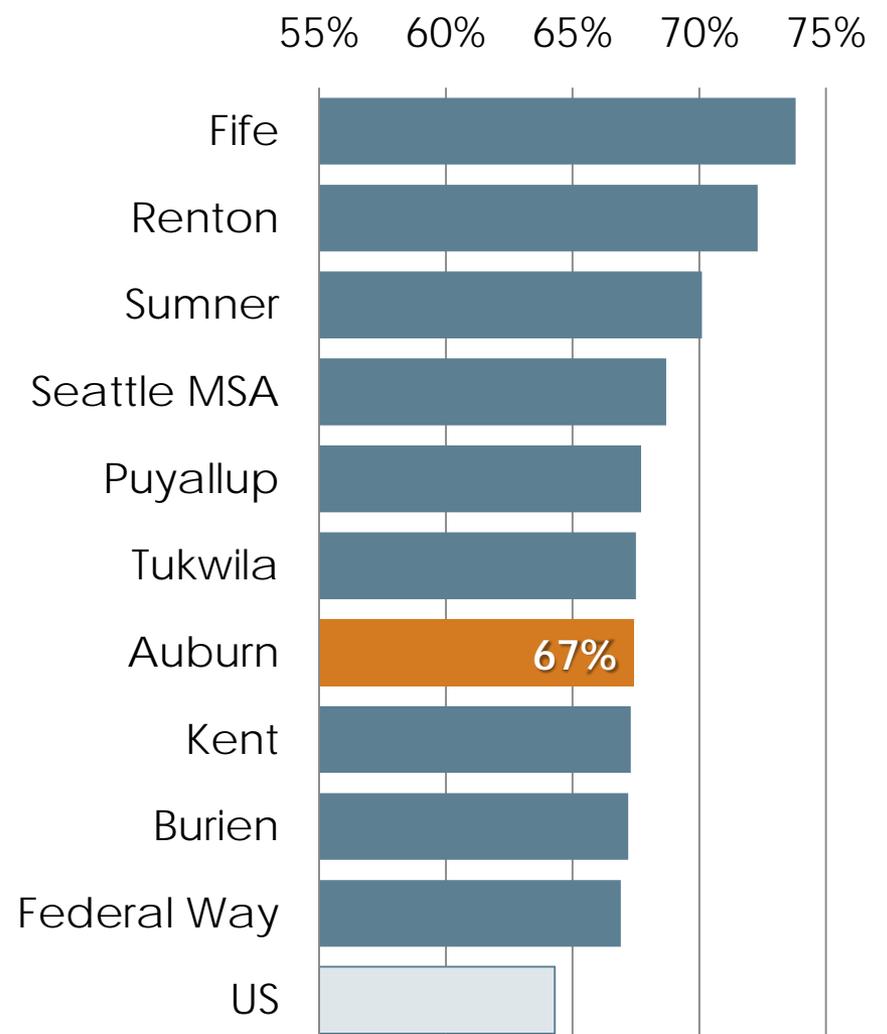
LABORFORCE

Population 16+, 2013



LABORFORCE PARTICIPATION RATE

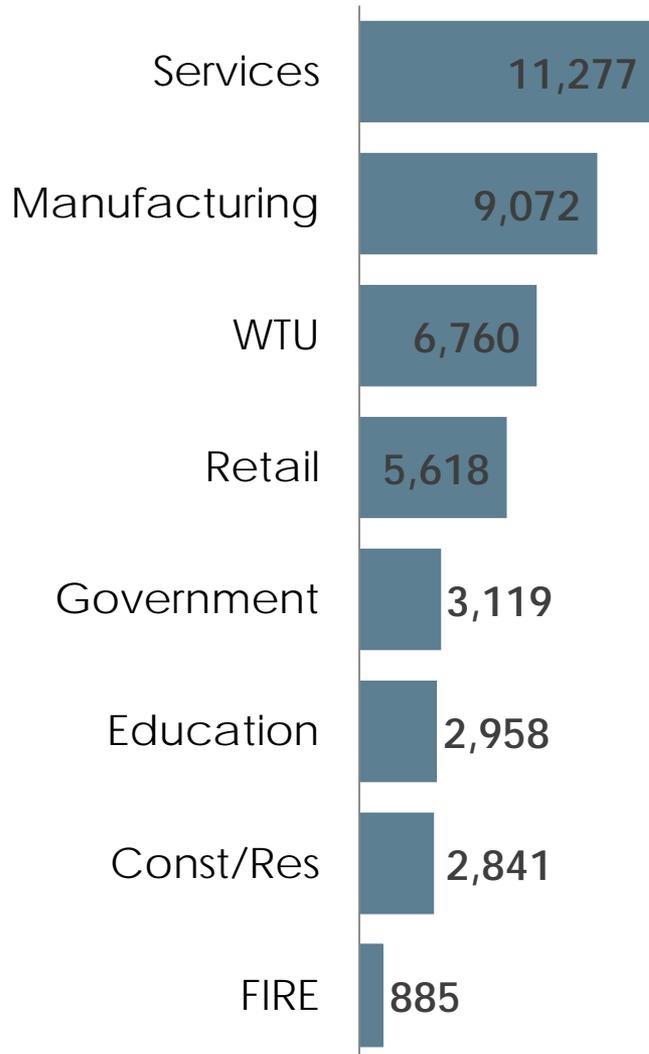
Population 16+, 2013



EMPLOYMENT BY INDUSTRY

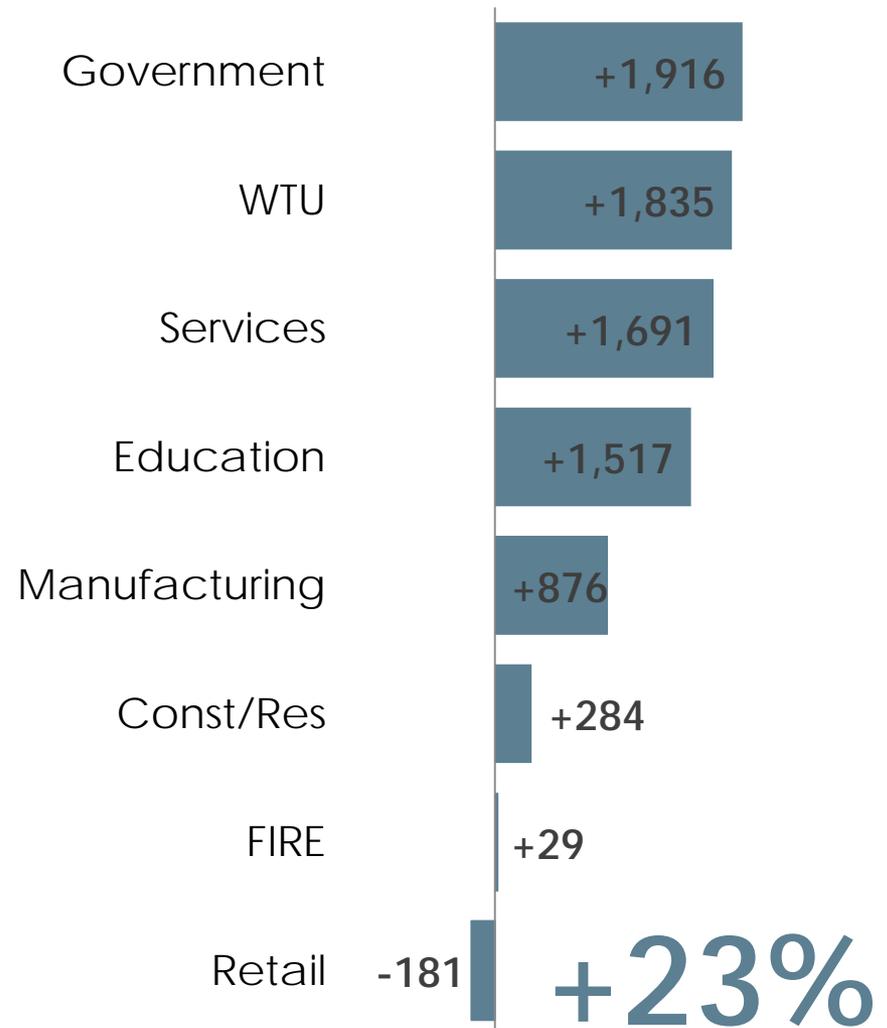
EMPLOYMENT BY INDUSTRY

2014



CHANGE IN EMPLOYMENT

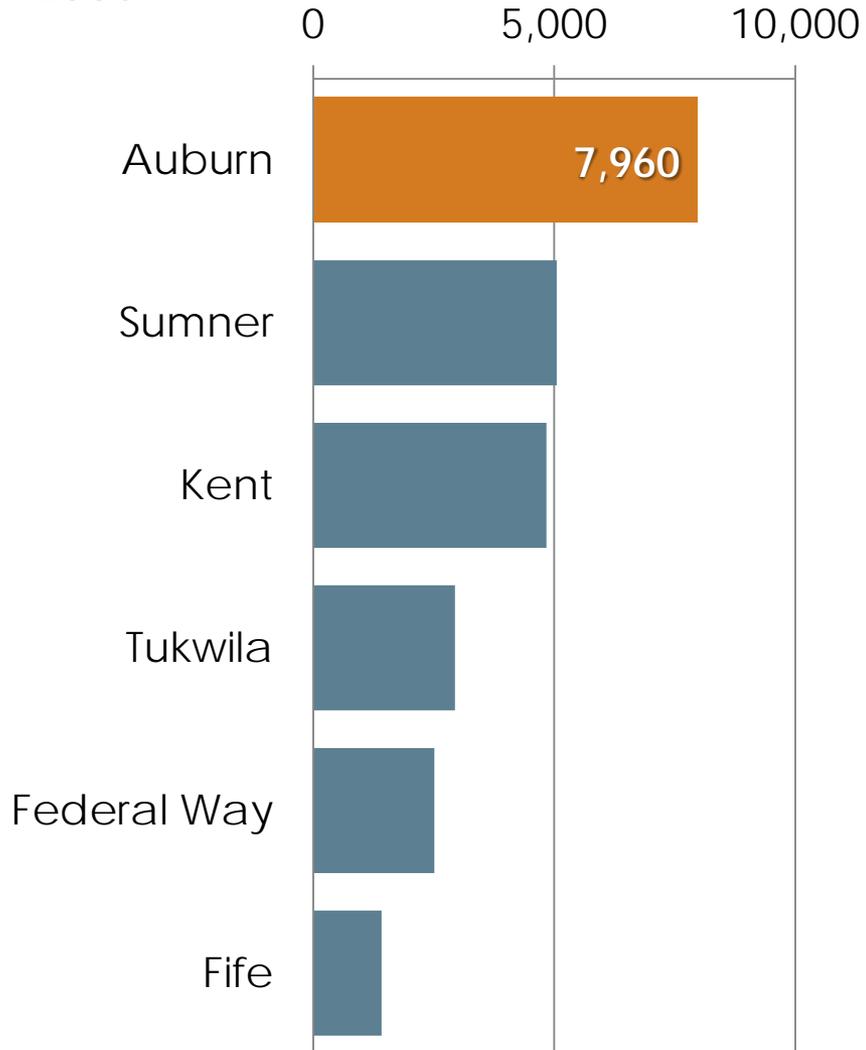
2005-14



VERSUS PEERS

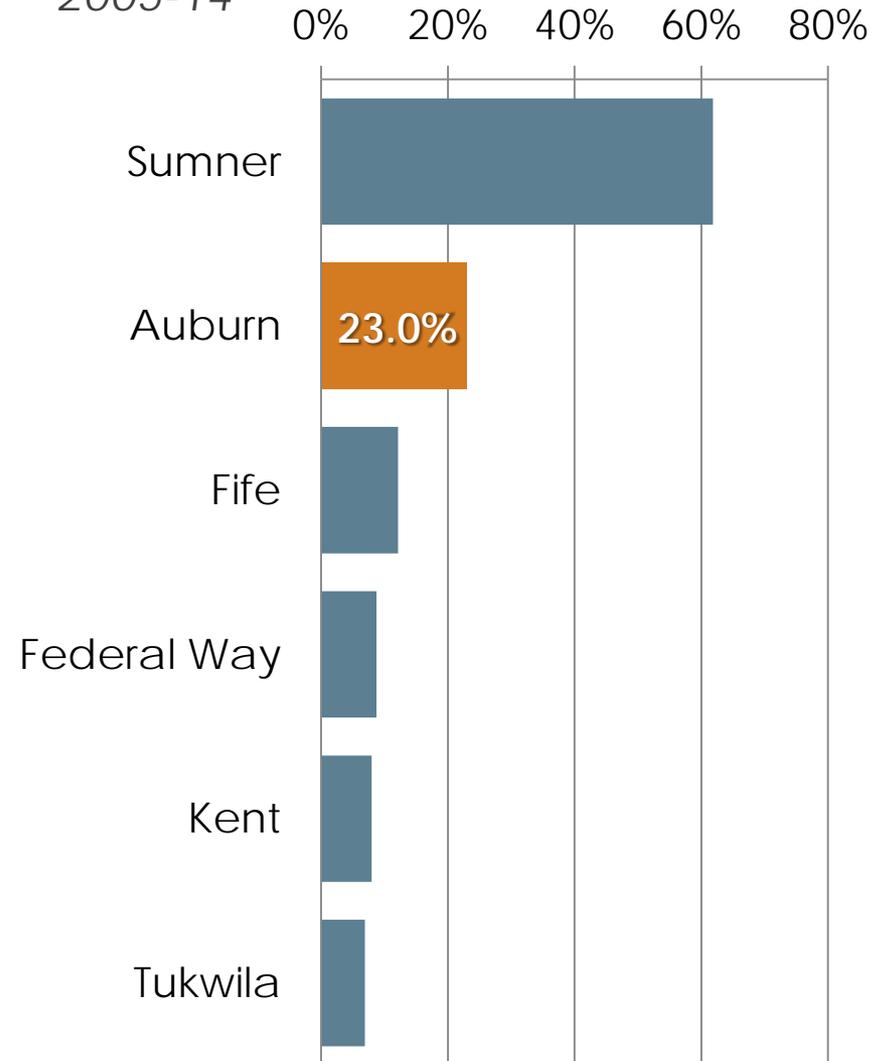
CHANGE IN EMPLOYMENT (#)

2005-14

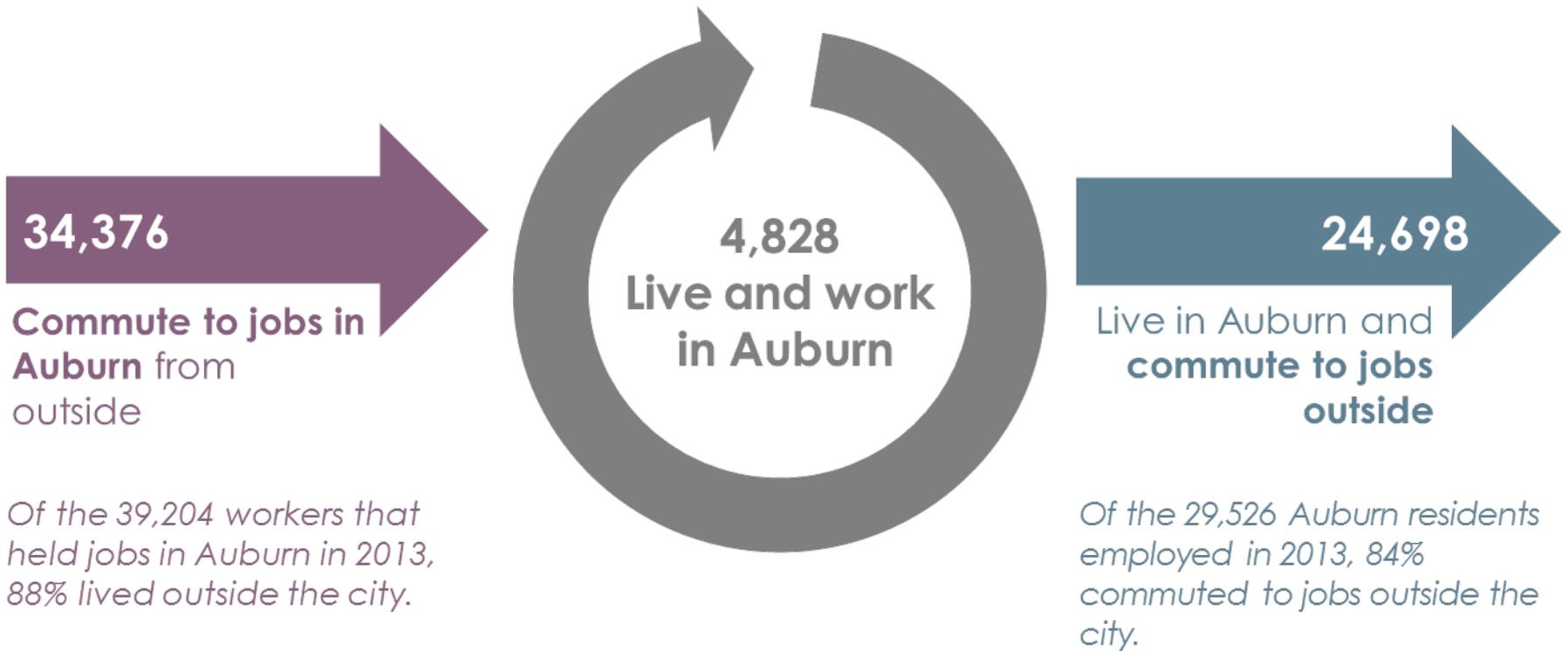


CHANGE IN EMPLOYMENT (%)

2005-14



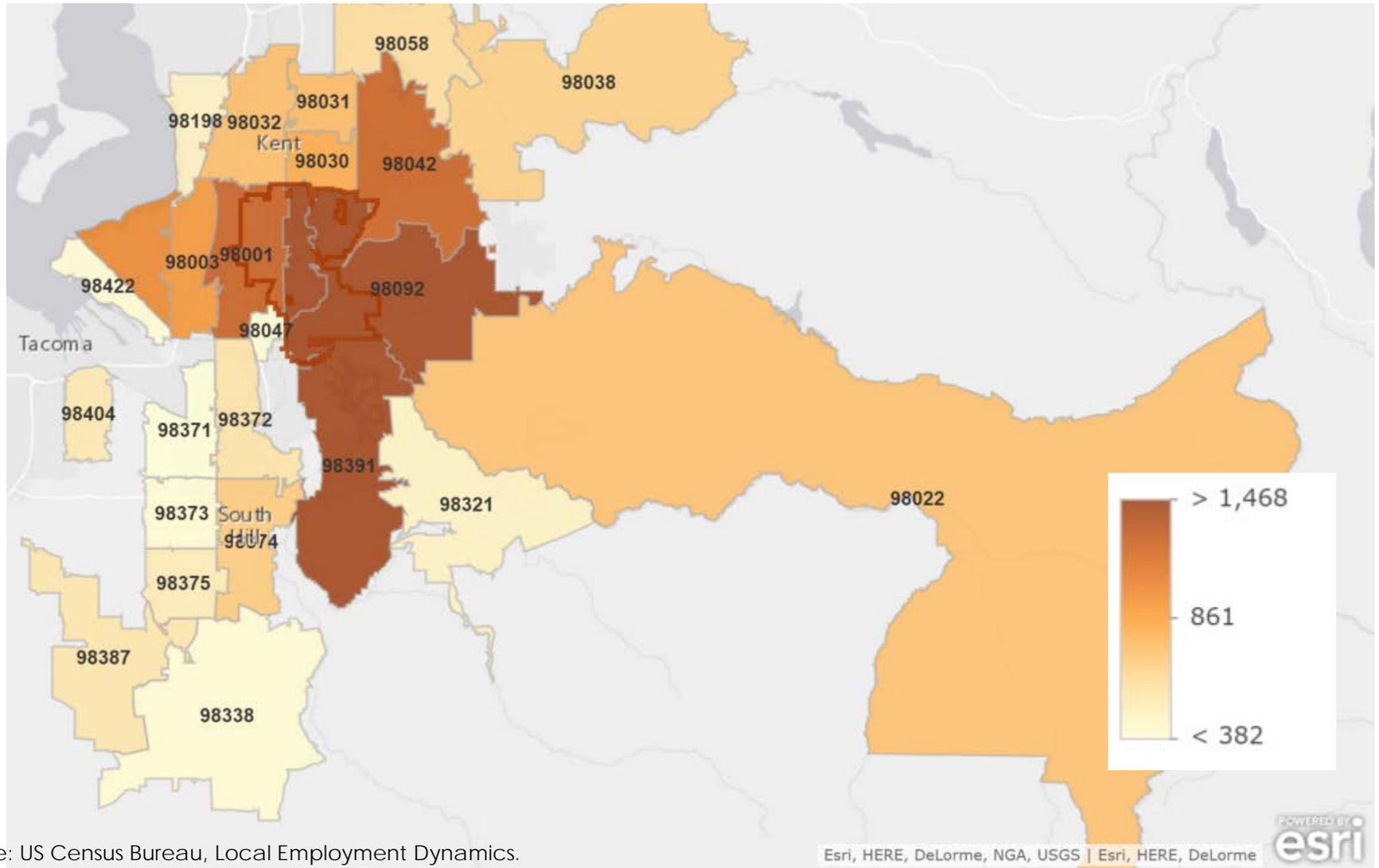
COMMUTERS: INFLOW / OUTFLOW



COMMUTE SHED

EMPLOYEES BY ZIP CODE, TOP 25

Auburn workers, 2013



MARKET CAPACITY UPDATE

- What is Market Capacity?
- Land Use & Development Patterns
- Market Fundamentals
- Comparative Assessment
- Retail Research

OVERVIEW

What is Market Capacity?

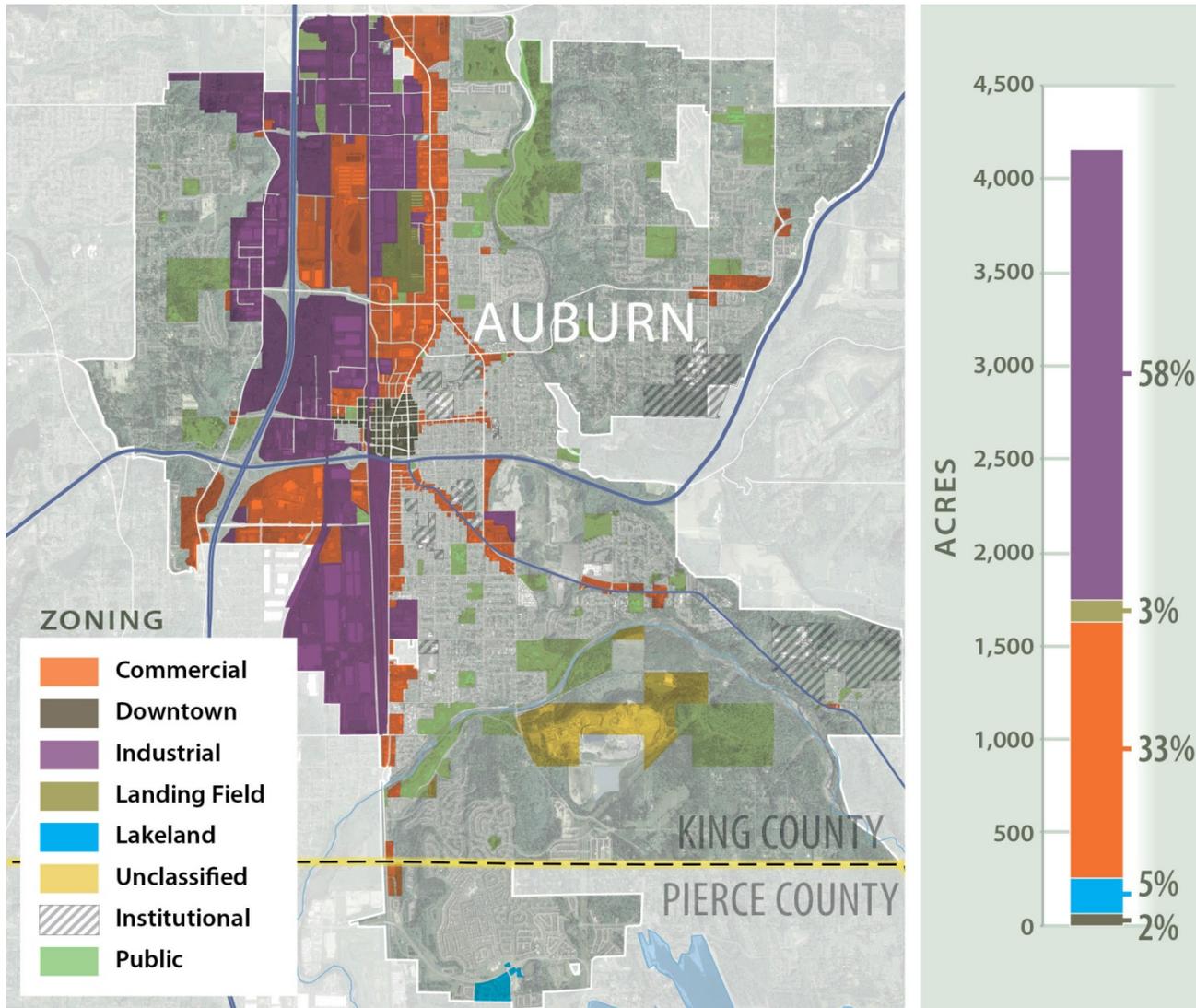
- An analytical endeavor that quantifies a geographies' ability to accommodate future growth given:

- Existing uses;
- Current zoning and policy goals;
- Market drivers;
- Land use economics; and
- Competitive City Activity.



AUBURN LAND USE

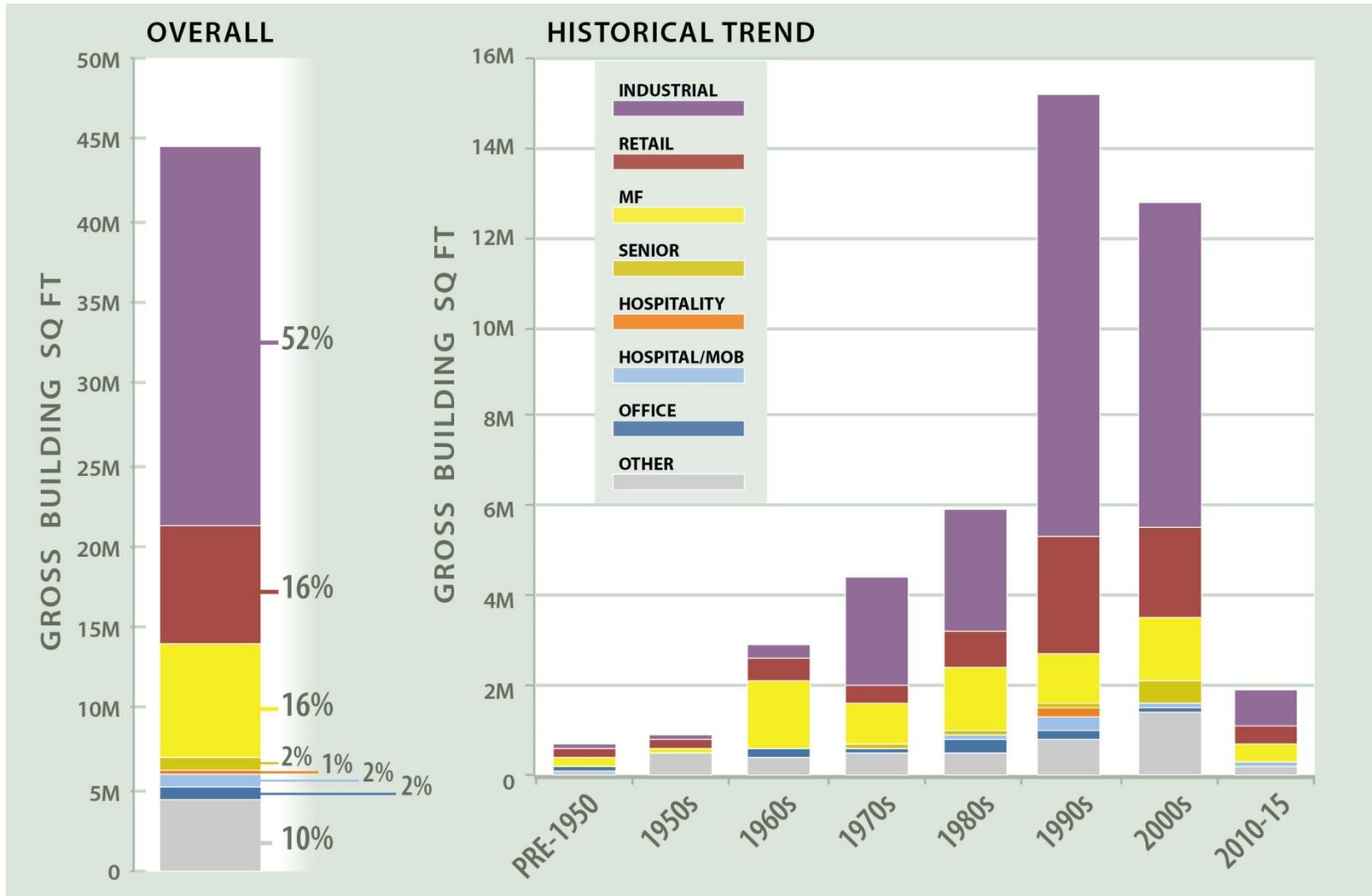
Zoning Overview (excluding single family residential)



Source: King County Assessor

DEVELOPMENT TRENDS IN AUBURN

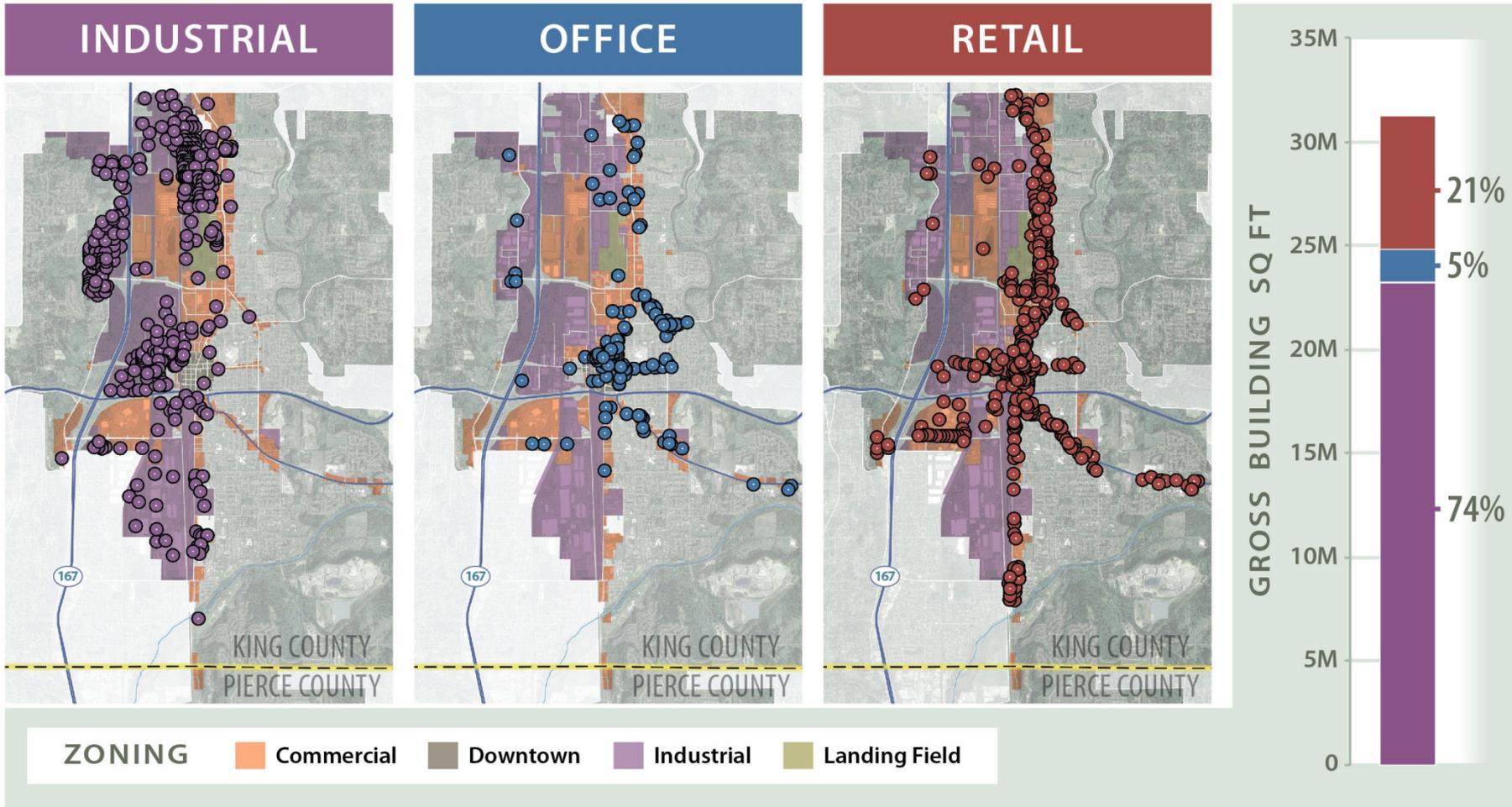
Development Distribution Trends (excluding single family residential uses)



Source: King County Assessor

LAND USE IN AUBURN

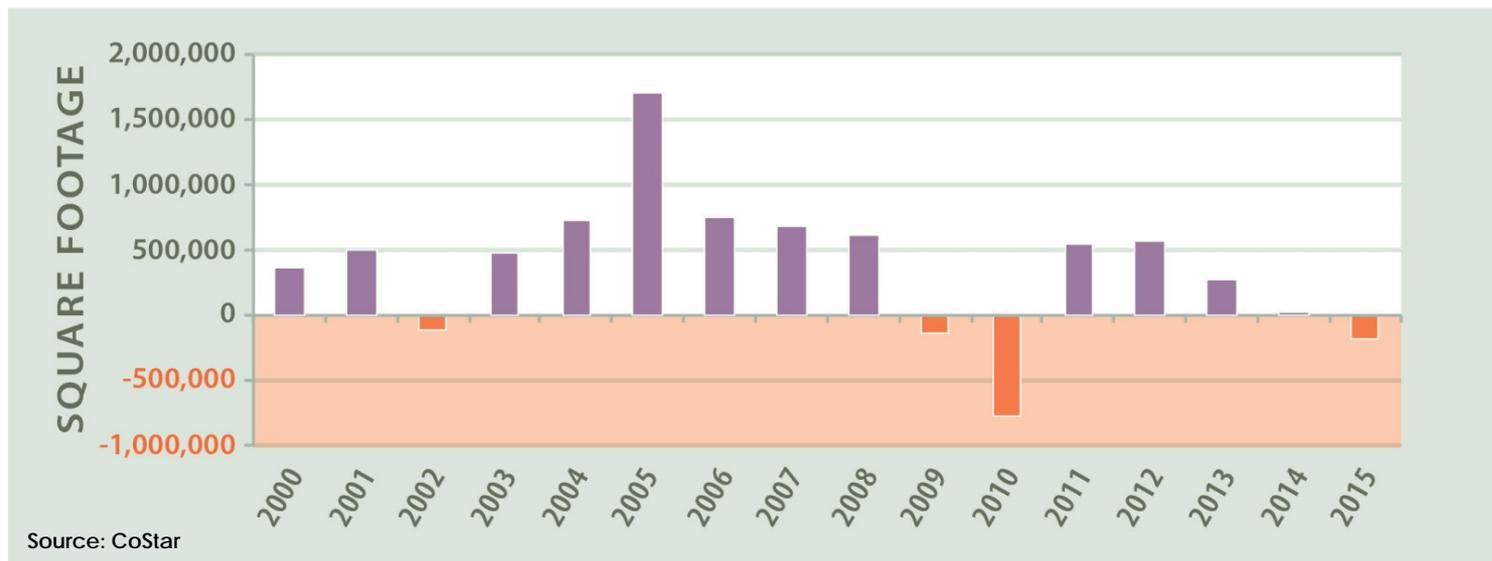
Building Square Footage by *(excluding single family residential)*



Source: King County Assessor

MARKET FUNDAMENTALS IN AUBURN

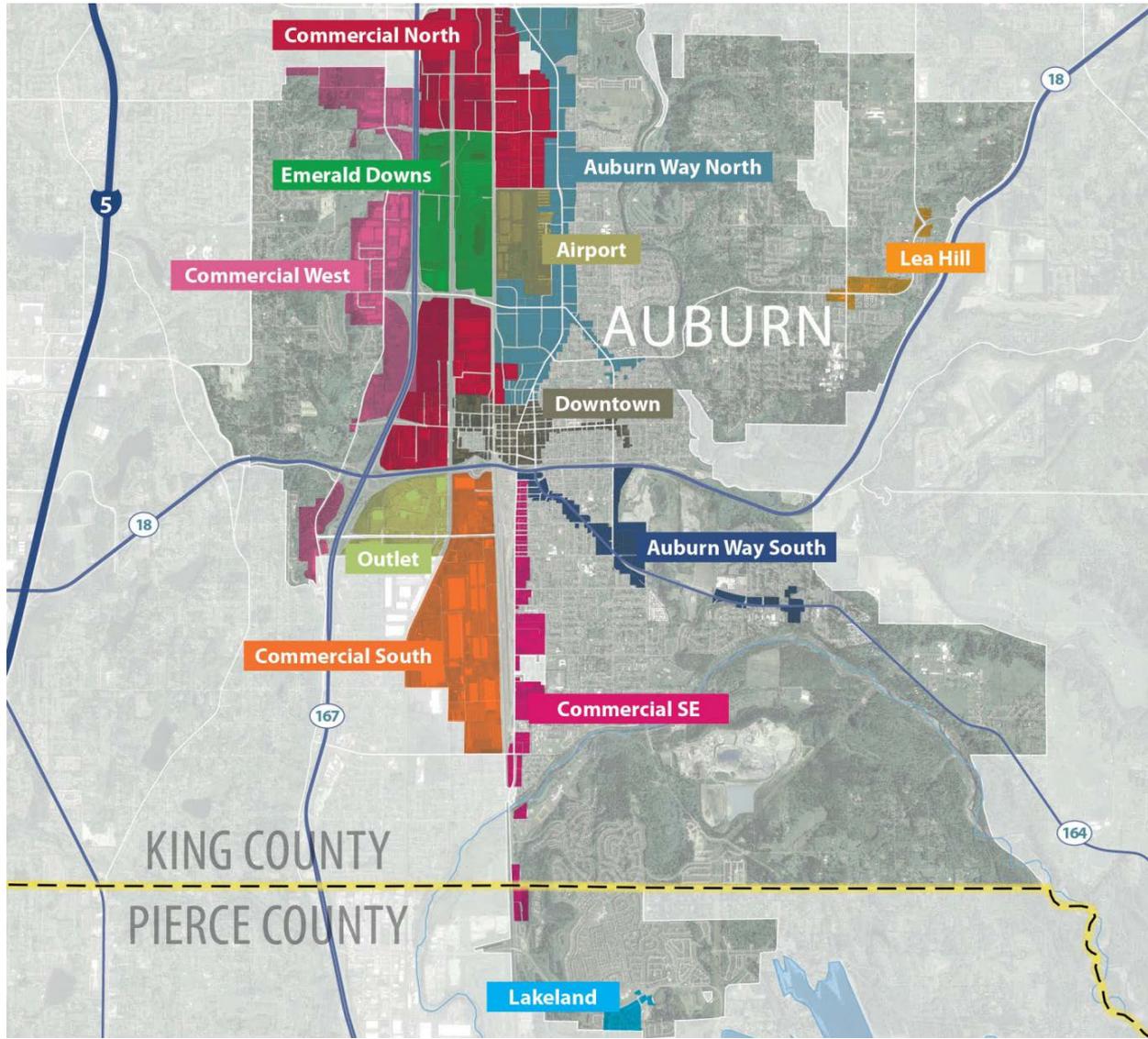
Auburn Industrial Market Trends



Source: CoStar

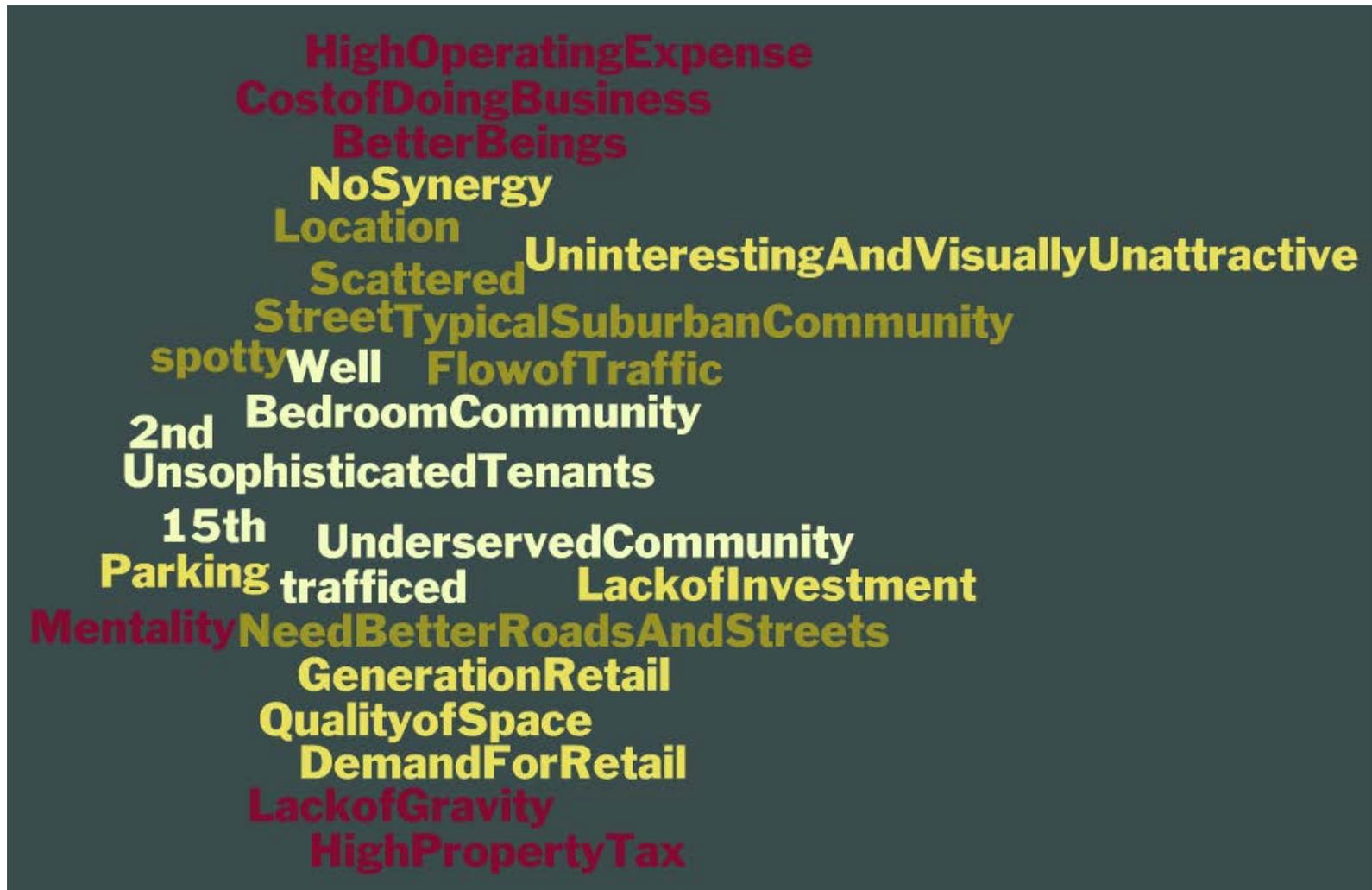
FOCUS AREAS

General Focus Group Areas



BROKER FOCUS GROUP

- Retail Word Cloud



BROKER FOCUS GROUP

- Office Word Cloud

Reverse Commute
Great Accessibility
Potential

Lack Office Stock

Recruiting Young Talents

Competitor
Suburban
Very Small Office Market
Great Regional Position

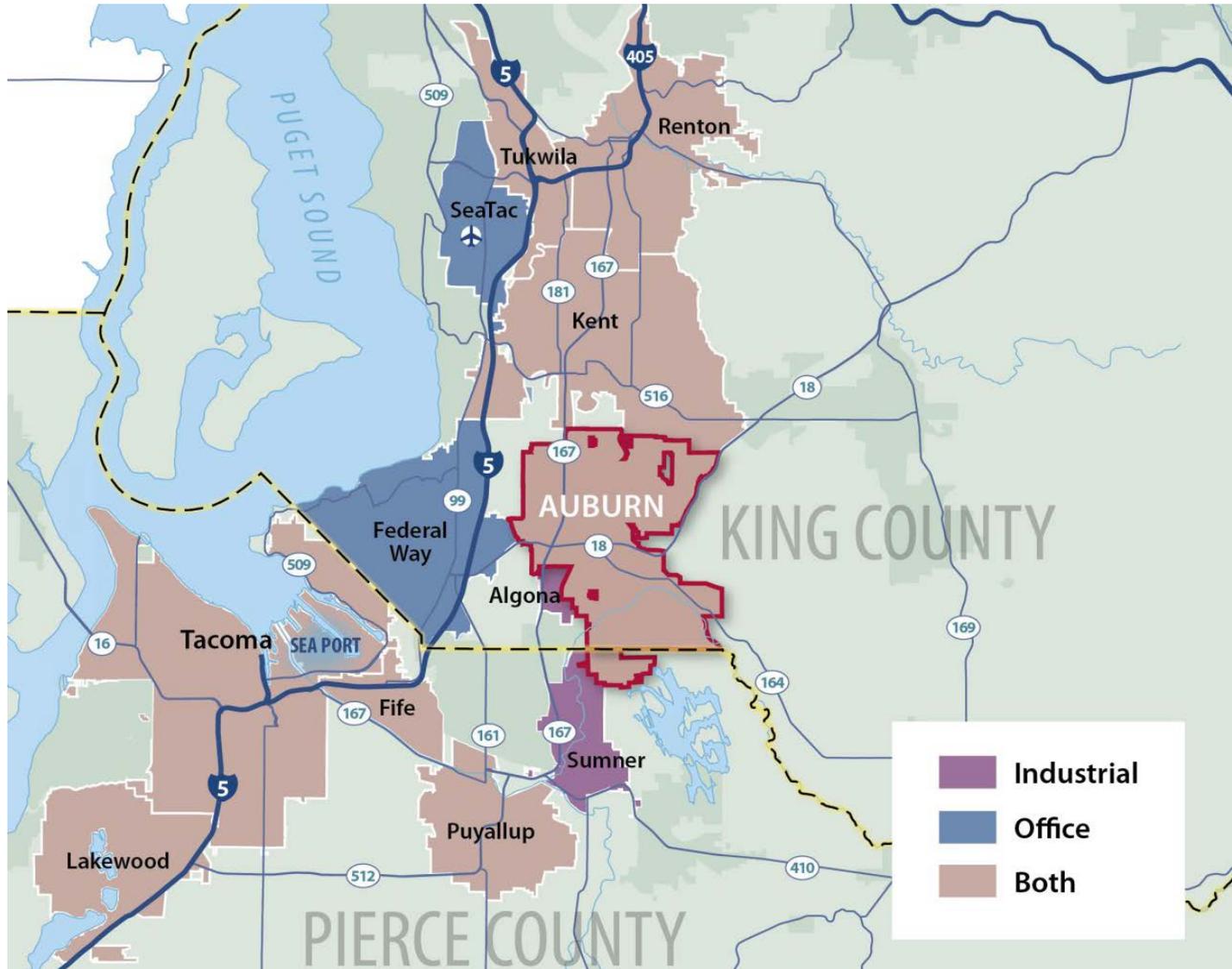
BROKER FOCUS GROUP

- Industrial Word Cloud



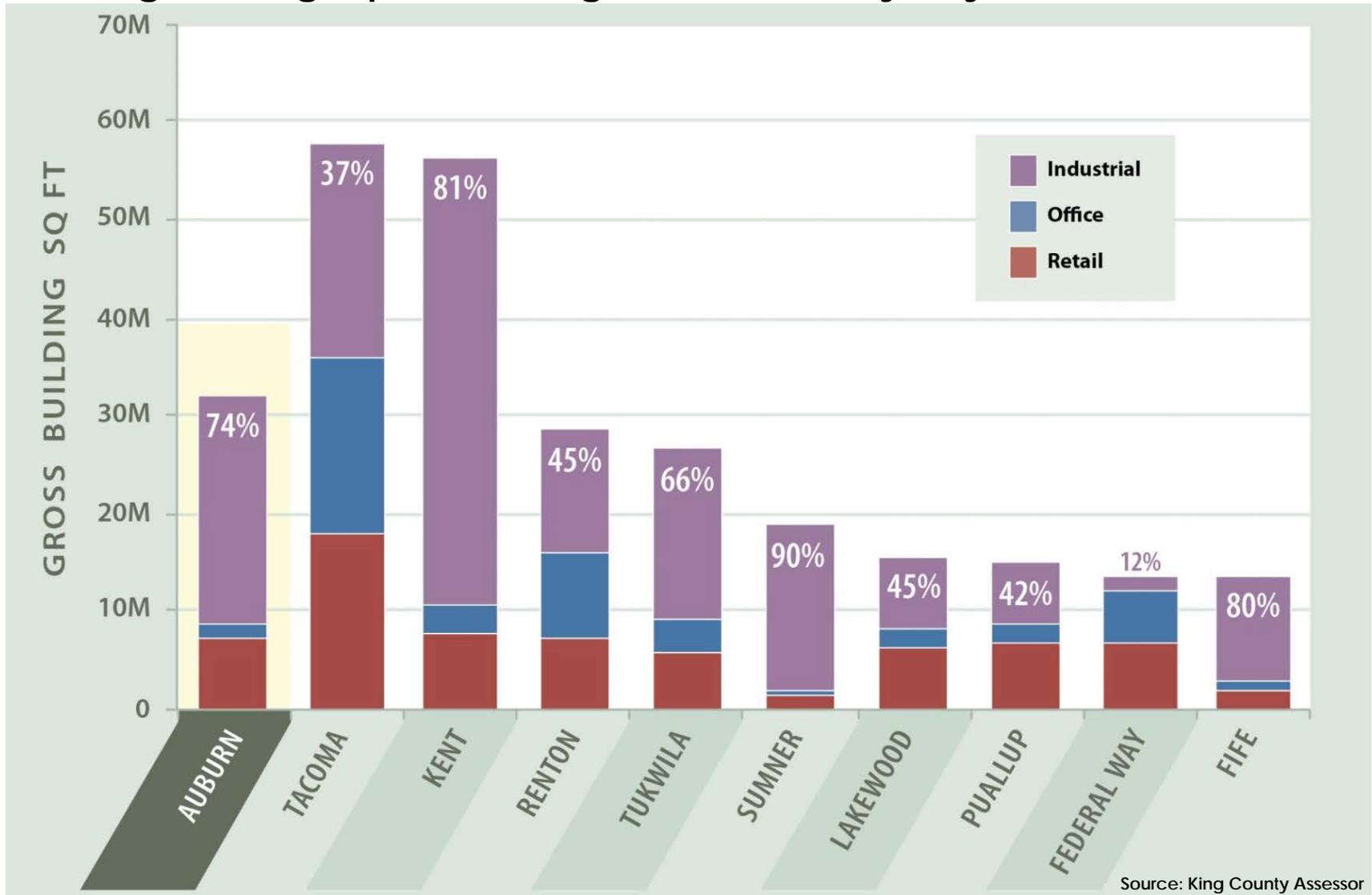
COMPARATIVE ASSESSMENT

Competitive Local Markets



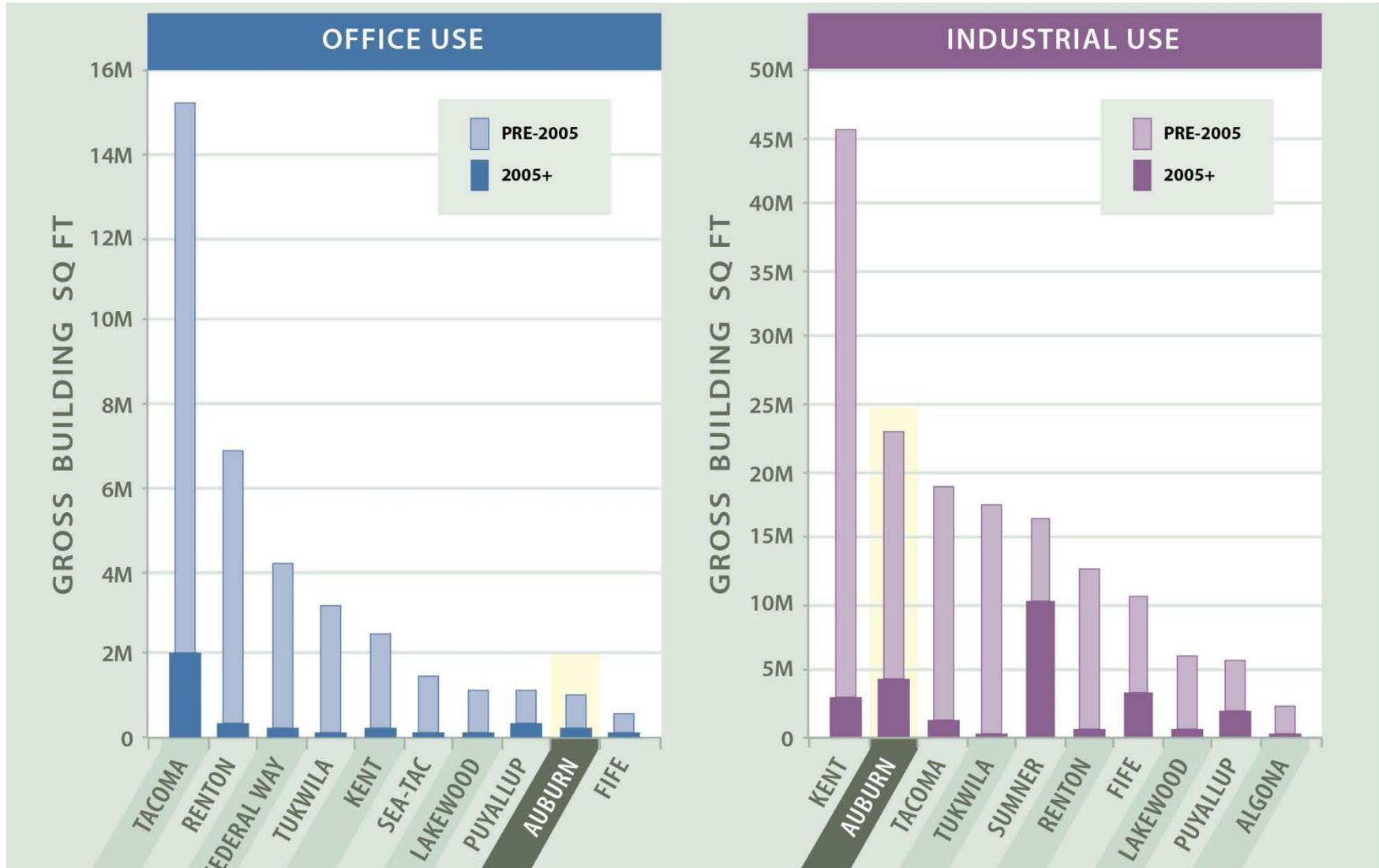
LAND USE COMPARISON

Existing Building Square Footage Distribution by City



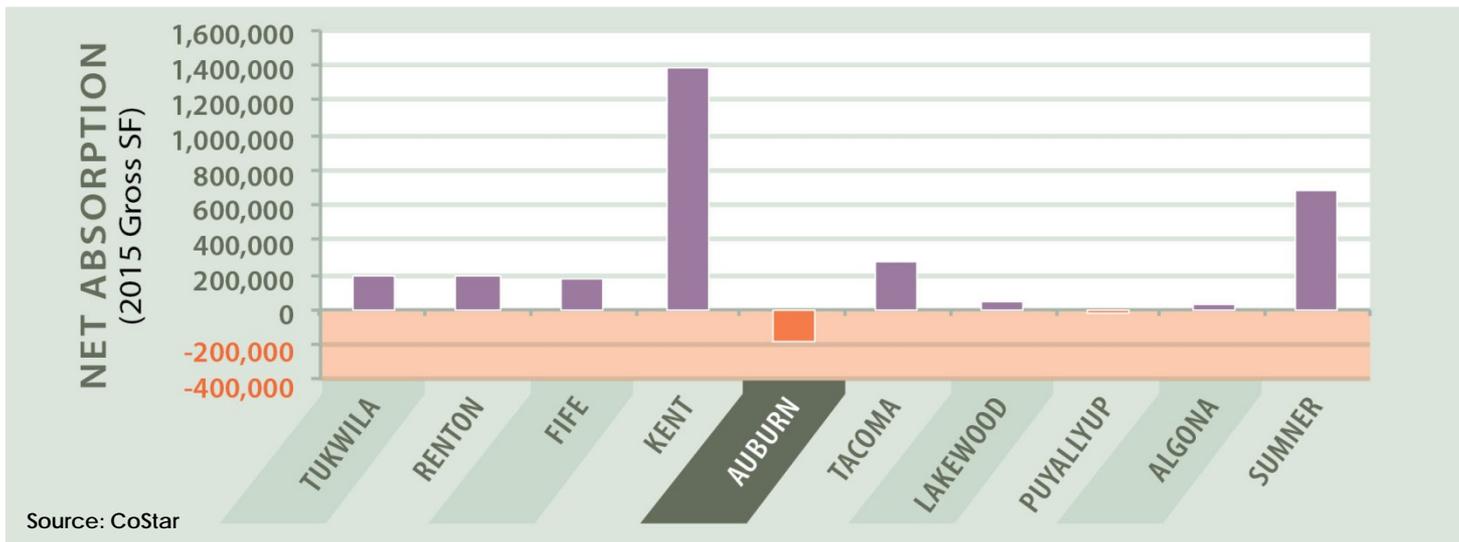
LAND USE COMPARISON

Existing Office & Industrial Building Square Footage Distribution by City & Age



MARKET FUNDAMENTALS COMPARISON

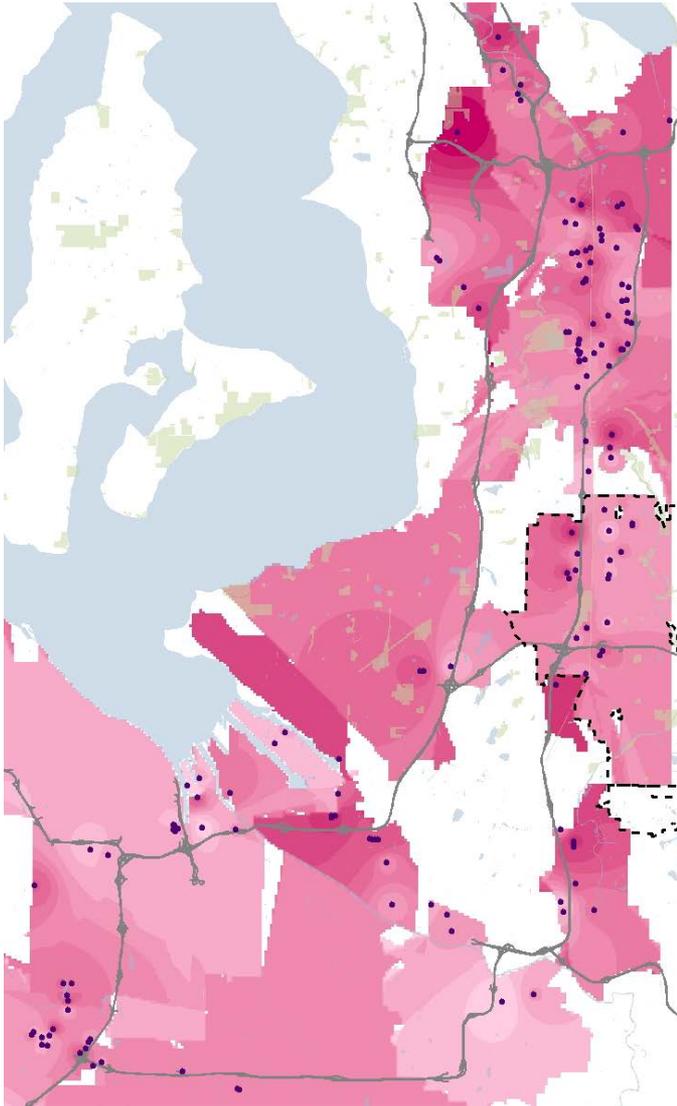
Industrial Market Trends



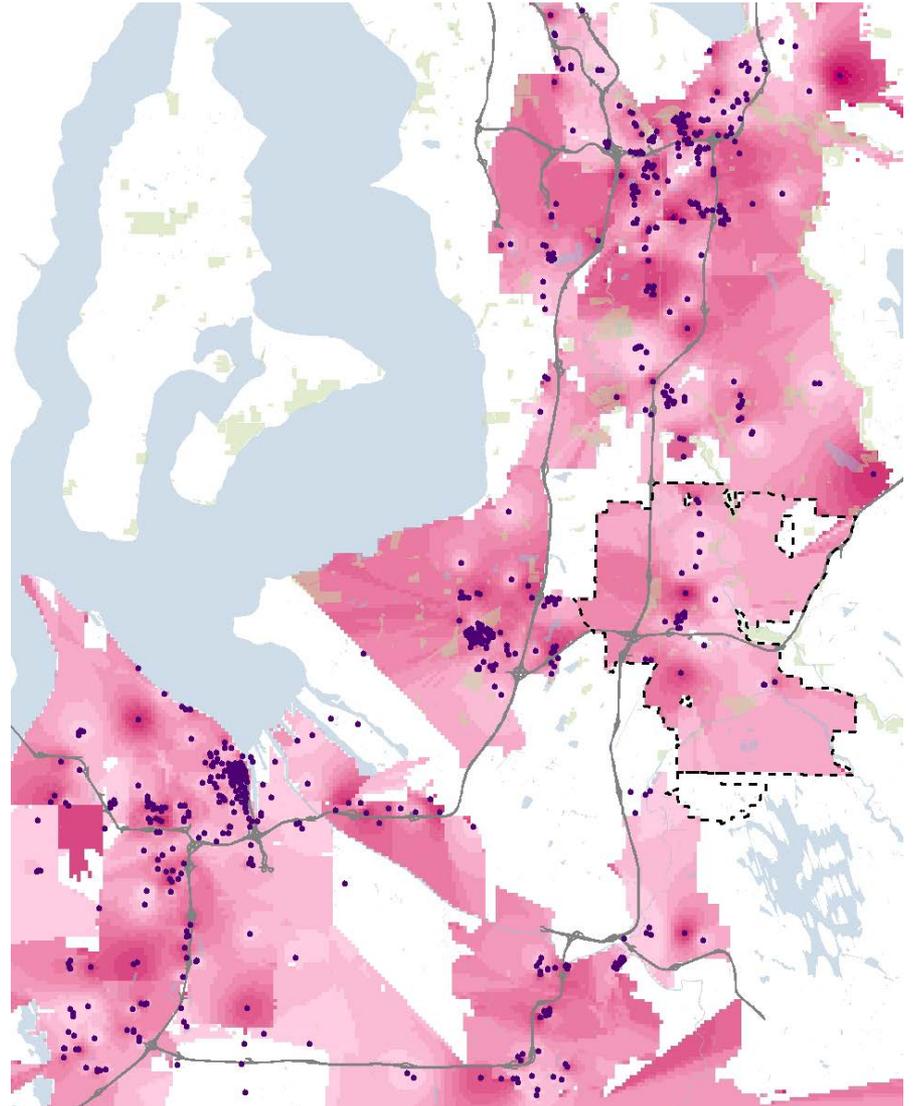
Source: CoStar

MARKET FUNDAMENTALS COMPARISON

Asking Industrial Rents



Asking Office Rents



MAJOR OPPORTUNITY AREAS (A SAMPLE)



Industrial Retrofit

This block contains two images: the top one shows a large, modern industrial building with a flat roof, and the bottom one shows several large metal storage tanks in an industrial setting.



Valley 6 Redevelopment

This block features a photograph of a large, multi-tiered billboard structure with various advertisements, including one for 'Valley 6'.



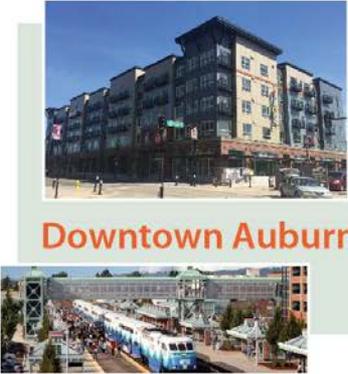
Emerald Downs Extension Area

This block shows an aerial view of a large, modern facility with multiple green fields and buildings, likely a racetrack or sports complex.



Aerospace Hub

This block displays the logos for 'Exact Aerospace' and 'TMX Aerospace'.



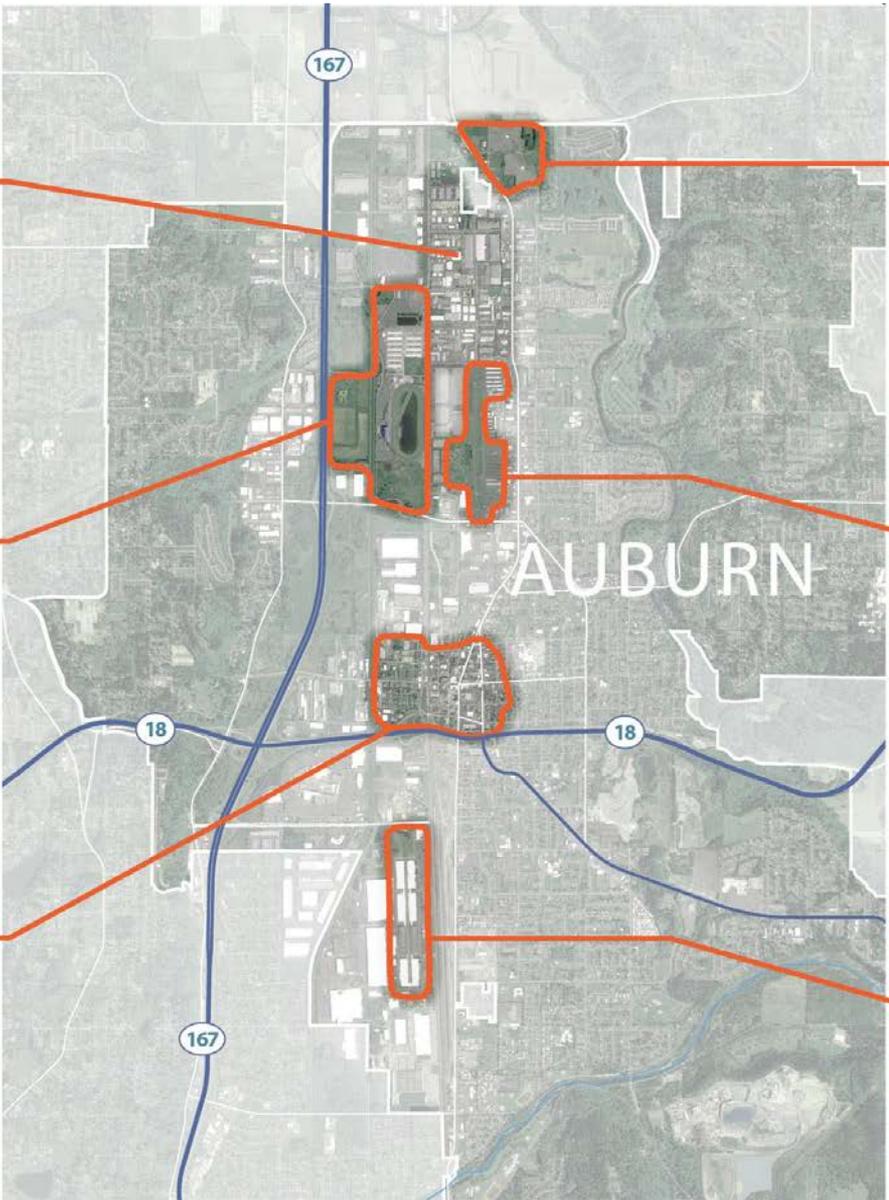
Downtown Auburn

This block contains two images: the top one shows a modern multi-story building with a glass facade, and the bottom one shows a street scene with a train and people.



GSA Property

This block features an aerial view of a large industrial or government property with several large buildings and parking lots.



ONGOING ANALYSIS

- Regulatory/Policy Review
- Buildable Lands
- Development Capacity
- Broker & Developer Interviews

THE RETAIL COACH

- Retail trade area definition
- Demographic & psychographic profiles
- Retail gap (Leakage) analysis
- Retailer & broker interviews
- Retail capacity
- Recruitment strategy

3

NEXT STEPS

- Next trip: February 2
- Complete existing conditions analysis & market capacity analysis
- Complete SWOT analysis
- Conduct community survey through TalkAuburn
- Begin reverse site selection & perception survey



QUESTIONS

THANK YOU



TIP strategies
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