Vancouver USA, City Center Grocery Market Opportunity

A Developer/Grocer Guide on what Residents Know and Think about the Market Area.
Block 10:
Downtown
Vancouver, WA
Circa late 1800s or early 1900s
Gram & Andresen
Grocery Store
operated on
Block 10 and
made deliveries
to neighbors.

Today,
Vancouver City
Center residents
desire to again
have fresh foods
in their
neighborhood.
Theme of general comments from local residents who signed our petition. Residents in the City Center value the location, walkability, and community. A grocery store is the heart of sustenance for a community, and residents will welcome you!

In June, 2015, a small group of residents in downtown Vancouver, WA began a petition effort to urge a New Grocery Store to locate west of I-5 in Vancouver Washington in the downtown/uptown area.

As of April 2016, we have over 550 signatures from neighbors who say they will “REGULARLY SHOP” a grocery store in the area. These signatures were obtained with little effort from a diverse group of residents.
Our petition to urge a New Grocery Store to locate west of I-5 in Vancouver, WA

Although some signers expressed interest in their favorite store, our efforts were meant to be store impartial, except to note the preference for a store that “offers a healthy, locally sourced (when available) product line of sustainable, organic, and conventional foods and items.

Residents want a full-service grocery store of a size that fits the area, not another convenience store.
Many of our Signed Petitions

If you are a developer, a grocery market analyst, or affiliated with a grocery store looking at the Grocery Store opportunity in downtown/uptown Vancouver, WA, you can request a pdf copy of these petitions by emailing:

vancouvergrocer@gmail.com

Please put “Request for Petition Copies” in the subject line.
What does the demographic data say?

City Center Employment is robust. Both commercial and office space is developing in the one-mile radius. (Data source: Leland Consulting 2015 value of 8,046 employees and conservative growth of just 2% for 2016/2017)

The one mile radius population growth for 2016/17 comes from the addition of new housing units and redevelopment. (Data source: ESRI for 2015, values for 2016/17 include the 771 units under current development and the ESRI growth rate of 1.09%. Data for two mile radius also comes from ESRI, with addition of 250 new units under development and projected growth of 1.03%.)

Additional development of the waterfront and Fort Vancouver will bring over 4,500 residents, many federal employees, and additional office space/workers.
Potential Grocery Dollars in the City Center

Total $25.1 Million Potential Grocery Dollars

Estimated Office Worker spending in downtown: $10.5M (Data Source: International Council of Shopping Center data expenditures of products available in a full-service grocery. We choose $25/week for grocery, deli, novelty, and personal care purchases.)

Estimated spending by residents within one miles radius, using 6% of income spent on groceries: $11M (Data Source: ESRI per capita income of $23,797 for 2015 and Bureau of Labor and Statistics consumer spending averages.)

Estimated spending by residents outside one mile radius, who work-in or visit downtown: $3.6M (We estimated if 3000 residents living outside the one mile radius and visit or work in downtown and spend $100/month for at-home groceries.)

This is an ideal time to act & be first to a growing marketplace.
Supported Grocery Space

- The estimated sales/sf/year used by the industry: $500.00
- The potential Grocery Dollars Downtown Vancouver: $25.1M
  - employee daytime estimated spending, $10.5 M
  - resident grocery dollars based on demographics and national spending averages, $11 M
  - just outside one mile radius potential, $3.5 M
- Market supported Grocery Space: 50,000 sqft
"A grocery Store on Block 10 in downtown Vancouver would add to the vibrancy of the downtown neighborhoods."

A conclusion from an online survey conducted April 19-April 27, through the social media site, NextDoor. Two hundred twenty five residents participated in this survey. Most were from west side neighborhoods. We also learned:

- Residents overwhelming indicated that “access to quality, fresh foods in their neighborhood is important,” 99% of respondents agreeing or strongly agreeing.

- Of 225 respondents, 85% indicated it was likely or highly likely they would shop at a grocery store on Block 10, even without know what store it would be.

- 59% of respondents indicated their preference for smaller stores focused on a range of products that include natural, organic, and local options.
Reasons given for shopping outside the two-mile radius

In the online survey, residents were asked where they shopped:
- 39% indicated the Fred Meyer at Grand
- 18.5% indicated the Safeway on Main.
- 6% indicated another location within the two mile radius.
- 36.5% indicated they mostly shop outside the two mile radius.

We asked for reasons “why” residents shop mostly outside. Because many people shop both inside and outside, 69% of respondents answered this question, indicating that the 32% of our respondents do not feel their needs are grocery options in that zone.
What do Residents want in a Downtown Store?

### Percentage of respondents who selected store attribute

<table>
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<tr>
<th>Attribute</th>
<th>Extremely Important</th>
<th>Important</th>
<th>Neutral</th>
<th>Not Very Important</th>
<th>Not Important at all</th>
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<tr>
<td>Fresh Foods</td>
<td>32.38</td>
<td>33.01</td>
<td>22.71</td>
<td>26.21</td>
<td>17.56</td>
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<tr>
<td>Local Foods</td>
<td>30</td>
<td>34.47</td>
<td>41.55</td>
<td>29.13</td>
<td>35.61</td>
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<tr>
<td>Organic Foods</td>
<td>25.71</td>
<td>19.96</td>
<td>28.5</td>
<td>29.13</td>
<td>28.29</td>
</tr>
<tr>
<td>Walkability</td>
<td>30</td>
<td>33.01</td>
<td>22.71</td>
<td>26.21</td>
<td>17.56</td>
</tr>
<tr>
<td>Full Service Meat Dept</td>
<td>32.38</td>
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<td>Gourmet Foods</td>
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Small stores focused on private brands.

Superstores with groceries and other products.

Medium-Large stores with focus on national brands.

Smaller stores focused on a range of products that include natural, organic and local foods.

59%

6%

15%

14%

16%

20%

62%

Resident input on the type of store they prefer for grocery shopping.

50% of respondents were from the one mile radius of Block 10. Within that zone, 65% said it was highly likely and 23% said it was likely they would shop at Block 10. Another 45% were in neighborhoods adjacent to the one-mile radius and within the two mile radius. Of that group, 61% said it was highly likely they would shop at Block 10 and 33% said likely.
A Golden Opportunity to bring fresh foods back to Downtown Vancouver
For more information on this report or to setup resident forums, please contact:

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