

DISCOVER DOWNTOWN SERIES

ONE **SIZZLING** SECTOR

RESTAURANTS: Downtown Federal Way

A Special Report 2019



RESTAURANTS: Downtown Federal Way

QUICK FACTS

- *There are over 100 Restaurants in Downtown*
- *Every dollar spent in the Full-Service Restaurant (FSR) Segment contributes \$1.83 to Washington's Economy.*
- *Every dollar spent in the Limited-Service Restaurant (LSR) Segment contributes \$1.57 to Washington's Economy.*
- *Sales Figures for Restaurants have risen over \$10 million per year since 2012 in Federal Way.*
- *Citywide, Restaurants are second only to the General Merchandise Sector by Sales.*
- *Similar to National Percentages, 46 percent are FSR's while 54 percent are LSR's in Downtown Federal Way.*
- *50 Percent of the Restaurants in Federal Way (104) are Downtown.*
- *Over 60 Percent of the Restaurants in Downtown are Local or Regional Establishments.*
- *The trade market includes an estimated 250,000 local consumers including an estimated daytime labor force of 25,000 that commutes into Federal Way. It also includes more than 1 million annual business and leisure tourists for overnight and day trips.*
- *In 2014, Families Started Spending More Money on Eating Out than they did on Buying Groceries.*
- *There could be a scenario where by 2030 most meals currently cooked at home are instead ordered online and delivered from either restaurants or central kitchens.*

INTRODUCTION

Federal Way, Washington, is a community of nearly 100,000 in population. It is situated along Interstate 5 and is 25 minutes from the downtowns of Seattle and Tacoma. It is also located along the Puget Sound inlet and 20 minutes from the region's international airport, SeaTac International. Additionally, it is equidistant from the Ports of Seattle and Tacoma. Together, these ports comprise the 4th largest international maritime and aviation gateway on the Pacific Coast.

STATISTICS:

Households:	34,755
Persons per Household:	2.71
Household Income:	\$62,086
Per Capita income	\$30,288

Source: US Census Bureau, American Community Survey 2013-2017

Since 1970, Federal Way had been known as the host city to the headquarters of the Fortune 500 firm Weyerhaeuser Corporation. The company had been the city's largest employer and taxpayer. However, restructuring of the corporation in 2014 resulted in its downsizing and subsequent relocation. The sale of the property is now leading to the reuse and redevelopment of the corporate campus and surrounding properties.

Yet, Federal Way's economy is diverse. Several major companies are located here. They include DaVita, Pacific Financial, Texas Instruments, Dow Jones, St. Francis Medical Center, Peter Kiewit, Tote Marine, Humana, and Northwest Kidney Centers. Federal Way is also internationally oriented with a variety of globally focused companies such as World Vision, Tommy Bahama, Valmet, Cogent and DiagnosTechs.

It is also home to the largest theme park in the state, Wild Waves. Attendance at the park brings nearly 500,000 visitors annually to the area. In addition, Federal Way is home to one of the top five aquatic centers in the nation. The King County Aquatic Center hosts the US Olympic Diving Trials, NCAA Swimming and Diving Championships along with a variety of international and national aquatic oriented events including the home of the PAC-12 Men's and Women's Swimming and Diving Championships. Business and leisure tourism account for the over 1 million annual guests.

Defining Downtown

Downtown Federal Way is 414 acres. It is located just west of Interstate 5 and continues west beyond Pacific Highway South. Additionally, the area encompasses S 324th Street to the south and S 312th Street to the north.

There are over 350 businesses and over 6,000 people employed downtown.

Downtown has an estimated 3 million square feet of building space of which 2.5 million square feet is retail-oriented. Retail buildings are typically one to two stories in height, residential buildings are two to five stories in height and office buildings range from one story to seven stories.

Downtown has the highest concentration of retailers in Federal Way. There are 92 retailers, 68 are national chains. Additionally, there are over 100 restaurants with over 60 percent being local or regional owned and operated establishments.

Downtown streets are typically broad in size. S 320th St—the main east/west thoroughfare—is six lanes wide. The main north/south thoroughfare—Pacific Highway South—is also six lanes wide. Many blocks are very large. There was no construction standards prior to the city's incorporation in 1990, hence the reason why some blocks are 200 feet while others are as long as 1,300 feet.

There is no on-street parking in Downtown Federal Way. However, there are over 11,000 free parking spaces.

Unlike most cities, Federal Way does not have a pedestrian oriented main street. It has The Commons Mall that is seen by residents as the heart of the downtown. It is surrounded by smaller retail centers with large surface parking lots.

Most of these retailers and restaurants are located in just over a handful of retail centers that comprise downtown.

- Celebration Center: 200,000 ft²
- Pavilions I: 200,000 ft²
- SeaTac Village: 165,000 ft²
- Pavilions II: 130,000 ft²
- Hillside Shopping Center: 114,000 ft²
- Gateway Plaza: 112,000 ft²
- City Center Plaza: 83,000 ft²

The Federal Way Transit Station is downtown. The city is served by three mass transit agencies: Sound Transit, King Metro and Pierce County Transit. In addition, the construction of light rail from Seattle and SeaTac International into Federal Way along with the development of a light rail station in downtown adjacent to the existing Transit Station is expected to be in service by 2024.

A second project, the Tacoma Dome Link Extension is being planned for completion by 2030. This will include a station in south Federal Way with light rail continuing on to Tacoma.

BACKGROUND

Nationally, the restaurant industry comprises more than 1 million establishments. The National Restaurant Association projects \$863 billion in revenues for 2019. Additionally, the U.S. Department of Labor, Bureau of Labor Statistics reports there are over 15 million people employed nationally in the sector. Should the revenue projections be achieved, it will mark the 10th consecutive year of growth

Statewide, restaurants are a driving force in the economy. The sector provides jobs and builds careers for thousands of people. According to the National Restaurant Association there were 15,690 eating and drinking establishments statewide in 2018. Additionally, according to both the Association and the Washington Department of Revenue, there was \$13.5 billion in sales from restaurants in 2018. Recent estimates identify over 330,000 employees in restaurant and food service jobs in the state. It is projected that by 2029 that number could grow by 11 percent to over 360,000—making it one of the fastest growing employment sectors in the state.

There are two segments to the restaurant sector: Full-Service and Limited-Service.

A Full-Service Restaurant (FSR) has a relatively broad menu along with table, counter and/or booth service and a wait staff. These establishments offer meals and snacks for immediate consumption primarily on premise, though they may also offer takeout service. According to the National Restaurant Association, every dollar that is spent in the FSR segment contributes \$1.83 to Washington's economy. Conversely, a Limited-Service Restaurant (LSR) provides a menu where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out, or delivered to the customer. According to the National Restaurant Association, every dollar that is spent in the LSR segment contributes \$1.57 to Washington's economy.

Every dollar spent in the Full-Service Restaurant Segment contributes \$1.83 to Washington's Economy.

Every dollar spent in the Limited-Service Restaurant Segment contributes \$1.57 to Washington's Economy.

National Restaurant Association

Ten years ago LSRs made up 47 percent of the total national commercial food service industry while FSRs made up 53 percent according to the research firm Technomic. Today, the landscape has reversed; LSRs account for 53 percent of the food service industry and FSRs account for 47 percent.

Sales Figures for Restaurants have risen over \$10 million per year in Federal Way since 2012.

Citywide, Restaurants are second only to the General Merchandise Sector by Sales.

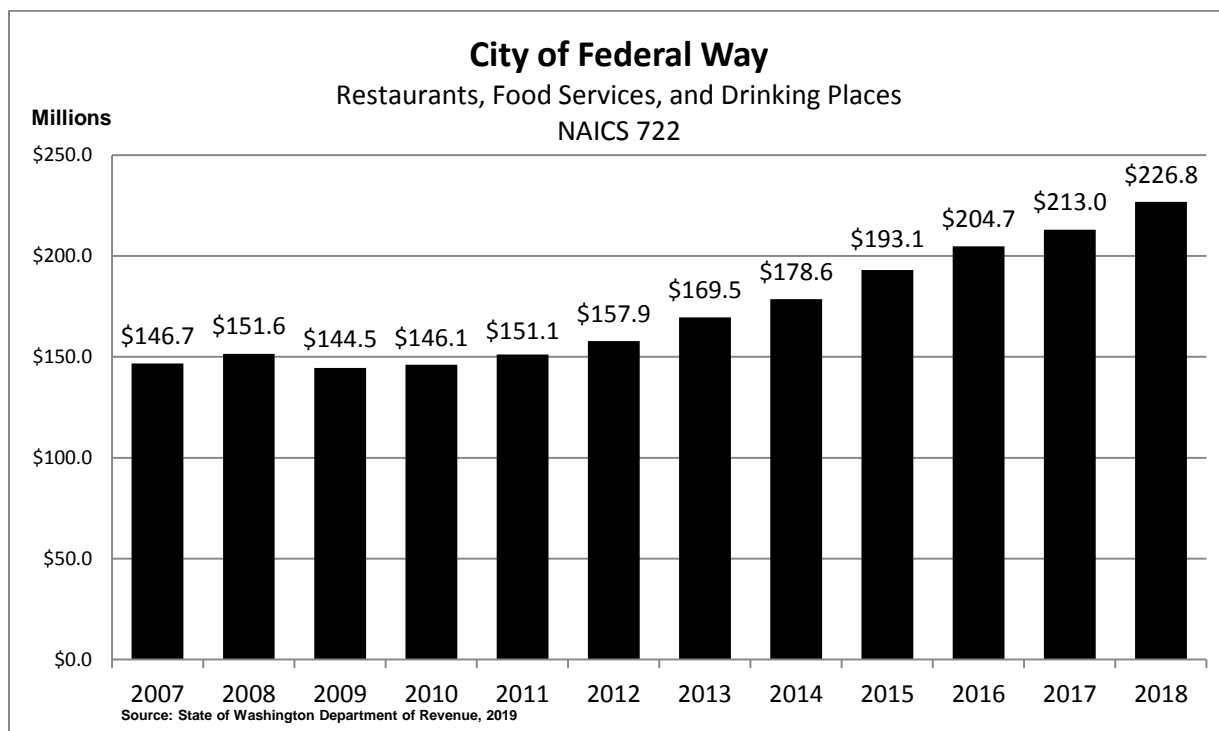
City of Federal Way

Research on taxable retail sales from 2007 to 2018 for restaurants in Federal Way illustrates a corresponding downturn with the Great Recession. In 2008 the total taxable retail sales in Federal Way were \$151.6 million. In 2009 it had dropped by \$7.1 million to \$144.5 million. However, sales returned to pre-recession levels in 2011 and have been exceeding \$10 million in sales nearly every year since 2012. In 2018, sales stood at \$226.8 million. See chart below.

In Federal Way, restaurants are second only to General Merchandise in regards to sales.

Similar to National Figures, 46 percent are FSR's while 54 percent are LSR's in Downtown Federal Way.

City of Federal Way



MARKET

There are nearly 200 Full-Service and Limited-Service restaurants in Federal Way. More than 50 percent are located in downtown. Similar to national percentages, 46 percent of downtown restaurants are full-service while 54 percent are limited-service.

As previously identified, research by the City of Federal Way identified that downtown has over 100 restaurants.

More than 60 percent of the 104 downtown restaurants are local and regional establishments. Meanwhile, 40 percent are comprised of national chains.

Visitors can find a variety of unique dining establishments in downtown not typically found in other cities. Restaurants vary from a variety of fast food to full-service establishments.

50 Percent of the Restaurants in Federal Way (104) are Downtown.

Over 60 Percent of the Restaurants in Downtown are Local or Regional Establishments.

City of Federal Way

Downtown Federal Way's food scene is anything but typical. Consumers can find comfort in the familiarity and convenience of the city's 38 national restaurant chains found in downtown. However, they can also find over 60 percent of the restaurants with unique and authentic dining experiences. Local operators offer international cuisines along with local uniqueness reflecting the community's own cultural richness. Downtown has become a second home to cuisines from over 13 countries, stretching

from Japan to El Salvador. Whether patrons are looking for a quick bite from a burger chain, a poke bowl straight from Hawaii's Big Island or ramen that rivals anything found in Tokyo, there is a food experience to be had by all. This environment has been created by a variety of entrepreneurs. Historically the lower cost of building space and a lower city tax have fostered and continues an entrepreneurial environment where they can thrive.

For example, in 1976, Marlene Beadle opened a small storefront named "Federal Way Health Foods" on downtown's major north/south thoroughfare, Pacific Highway South. The store was one of the first health food stores in the Pacific Northwest and experienced near immediate success. Today, known as Marlene's Market & Deli, the store operates in a 22,000 square foot storefront in downtown's Gateway Plaza and employs dozens of people. Another entrepreneur, Vince Mottola opened Vince's Italian Restaurant and Pizzeria in downtown in 1980. Vince's offers old world Italian cuisine based upon family recipes straight from his hometown of Naples. Today, he has three locations in the Pacific Northwest. In 1985, two entrepreneurs Rich Komen and Jerilyn Brusseau, founded, created and opened the first store of the world-famous Cinnabon in Federal Way. The two frustrated with trying to convince other malls of this opportunity, found that only Federal Way would listened. They opened at what was formerly known as the SeaTac Mall, now The Commons Mall.

Trade Market Area

Supporting this market is a large trade market area. According to ESRI, a GIS software and geodatabase management company, a trade market area for Full and Limited-Service Restaurants encompasses a 5-mile radius from downtown with a population of nearly 230,000. It includes Federal Way, but also Northeast Tacoma, Fife, Milton, Southwest Kent, Auburn Hills, and parts of Des Moines. In addition, according to the "On the Map" tool from the US Census Bureau, more than 25,000 people that commute during the work week into Federal Way for employment. It also includes more than 1 million annual business and leisure tourists for overnight and day trips.

Cuisines

Out of the 104 restaurants, 38 of these serve an Asian cuisine. Eleven are Japanese, nine are Korean, eight are Chinese, eight are Vietnamese, one is Thai, and one is Indian. See the table below illustrating the types of cuisines by number of restaurants.

TYPES OF CUISINES BY NUMBER OF RESTAURANTS IN DOWNTOWN FEDERAL WAY 2019

TYPE OF CUISINE	NUMBER OF ESTABLISHMENTS
American	31
Asian	38
Japanese	11
Korean	9
Chinese	8
Vietnamese	8
Thai	1
Indian	1
Italian	3
Latin American	9
Café/Bakery	10
Dessert	7
Other	6

Restaurant Closures and Replacements

Businesses come and businesses go. Longstanding anecdotal information from experts illustrated that 90 percent of restaurants close in the first year of operation. However, a national report completed in 2014 illustrated that only 17 percent close in the first year of operation.

Additionally, a closed restaurant should not be viewed as a failure or an unsuccessful establishment. Restaurants close for a variety of reasons: A change in consumer demand/preferences; relocation for increased sales; or owner retirement or illness.

In downtown, replacements occur quickly to fill in the void left by previous restaurants. Such is the case in downtown with the following activity in 2018 and 2019.

- California Burrito Taco Shop replaced Rancho Bravo Tacos
- Mama Stortini's replaced McGrath's Fish House
- Katsu Burger replaced Stack's
- Starbucks replaced Marista's Coffee
- Honor Coffee was sold

Restaurant Openings

Restaurants continue to open in Federal Way. Trapper's Sushi, a local chain in the Puget Sound opened its sixth location along with relocating its corporate offices to Federal Way.

Additionally, in 2019 the regional restaurant chain Ezell's opened its 14th location in downtown Federal Way.

An estimated 250,000+ local consumers comprise the downtown trade market area.

ESRI

TRENDS

There are several trends that impact the sector nationally, statewide and locally.

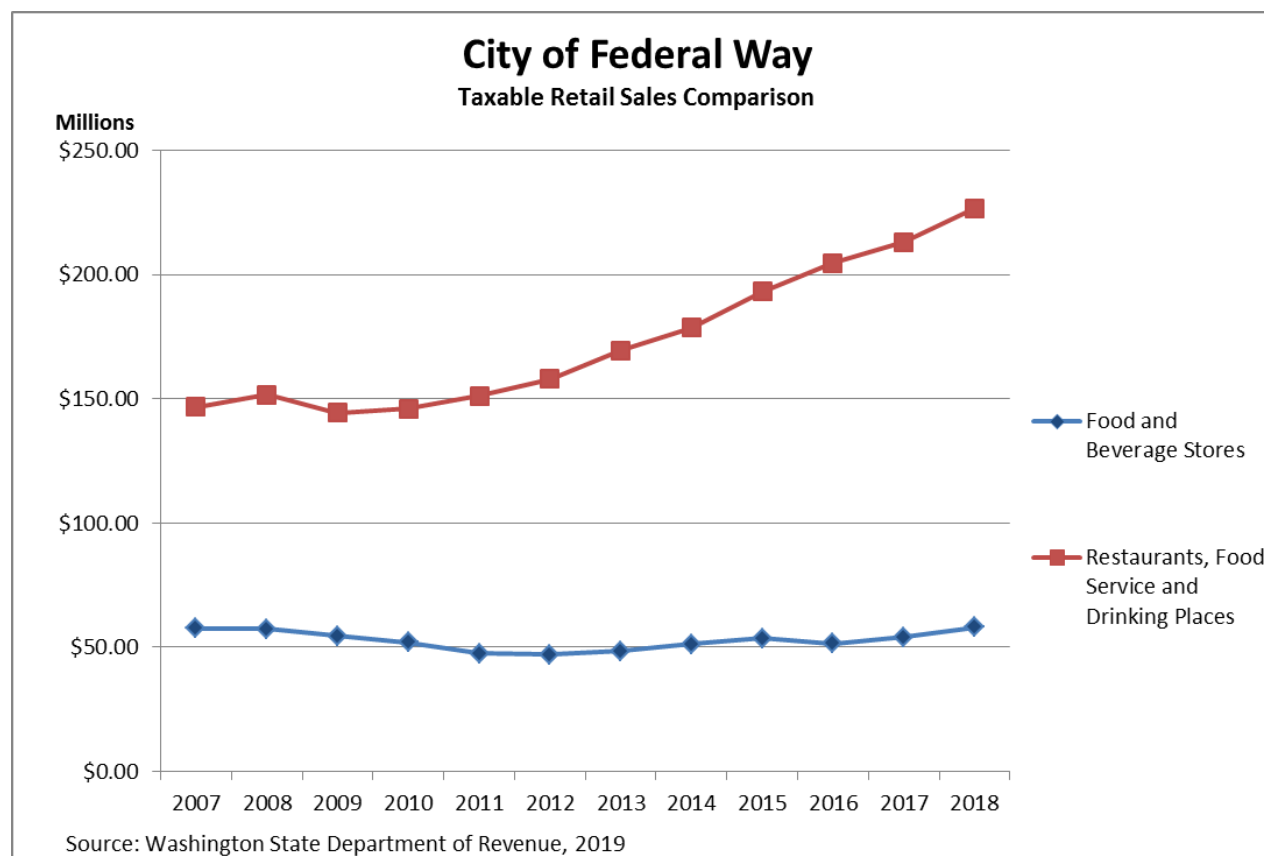
A recent study by the National Retail Federation reports that one-third of trips to retail areas are now driven by a desire to eat out, not to shop. In 2014, Americans started spending more money on eating out than on groceries according to the US Department of Agriculture (USDA), Economic Research Service.

According to the USDA Economic Research Service, for every dollar spent in 2017 by U.S. consumers, 36.7 cents went to pay for services provided at a full- or limited-service restaurant versus 12.6 cents to food retailers and grocery stores.

In 2014, Families Spent More Money on Eating Out than they did on Buying Groceries.

United States Department of Agriculture

However, it appears that Federal Way residents have been ahead of this trend line as illustrated in the chart below. Taxable retail sales from restaurants outpaced those from food and beverage stores even before the 2014 national benchmark.



There are several possible explanations for this phenomenon. The City’s 2015 economic development strategy, “Some Assembly Required,” identified that nearly 85 percent of Federal Way’s residents that are in the labor force travel outside of the city for work. Therefore, a host of external factors such as increased commute times and less work-life balance caused by busy professional lives make eating out convenient if not necessary.

These factors combined with the evolution of the restaurant industry to meet customer needs have provided both Federal Way residents and consumers across the nation more efficient and affordable dining options.

Unfortunately, an outcome of this trend is the consumption of high caloric foods commonly offered across all food establishments. The switch from prepared home-cooking to eating out is affecting the health and well-being of Americans nationwide. This could be the cause for Washington State’s increase in obesity rates. In 2011, 26.5 percent of adults were identified as obese. That number has grown to 28.6 percent in 2016.

Another trend impacting restaurants is that the consumer has become more focused on sustainability. One example is the trend toward eliminating the plastic straw. In 2019, restaurants should expect to see more customers flock to businesses that are more environmentally minded. A reduction of plastic utensils or Styrofoam takeout containers is only the beginning. Zero waste kitchens and an increase in

plant-based menu items will attract conscious consumers that are willing to spend their hard-earned cash in like-minded establishments.

Yet another trend is the increase in food delivery services, specifically the growth witnessed with companies such as Grubhub or Uber Eats. According to the investment bank UBS, this service could become a multi-billion dollar industry of pick-up and delivery from a third party company.

A trend impacting the sector involves the outsourcing of reservations and relevant customer service. The internet has transformed the restaurant industry by providing a platform for reviews through websites such as TripAdvisor and Yelp. According to a report by UBS, Global Financial Services, there could be a scenario that occurs as early as 2030 whereby most meals currently cooked at home are instead ordered online and delivered from either restaurants or central kitchens. And should this happen, it is very likely that online reviewers will determine how customers approach the process of deciding where to dine out, dine in, take out or reserving a table in the future.

There could be a scenario where by 2030 most meals currently cooked at home are instead ordered online and delivered from either restaurants or central kitchens.

UBS; Global Financial Services

Another trend involves ordering food. The process will be different for the restaurant of the future. For example, restaurants are already letting customers' pre-order food for collection or delivery through online apps. This is a cost cutting measure related to labor. However, according to the accounting and consulting firm Deloitte, 40 percent of diners prefer to order online, so it has become a response to not only reducing costs but to consumer satisfaction. According to Deloitte, when the customer is able to order online they spend 26 percent more monetarily within a quick-serve establishment and visit frequency goes up by 6 percent.

POTENTIAL

According to experts, restaurants will try to set themselves apart by offering unique dining experiences. Long gone are the days of typical two-for-one meals and happy hours. Restaurants will be pushed to ask themselves what they can do to offer diners an experience that they will never forget. According to the hospitality website TripAdvisor, there is a rising demand for experiential or 'narrative' dining which includes theme restaurants, multi-sensory dining experiences and eclectic pop-up restaurants.

In the last decade, health and nutrition have become as much a part of the limited-service conversation as speed and convenience. Customers started to demand healthier menu options and more responsibly raised and sourced ingredients. Quick-service and fast-casual restaurants had no choice but to answer demand. Major fast food brands like McDonald's and Taco Bell are rolling out clean ingredients, while emerging fast casual establishments are innovating with vegetables and superfoods.

In 2019, millennials are set to overtake baby boomers as the nation's largest living generational cohort according to the US Census Bureau.

Federal Way has a younger population than Tacoma or Seattle, thus an opportunity exists to market to specific age segments. For example, the millennial age group views the act of dining out as a social event and a chance to connect with friends. They tend to favor fast food, deli food and pizza restaurants over

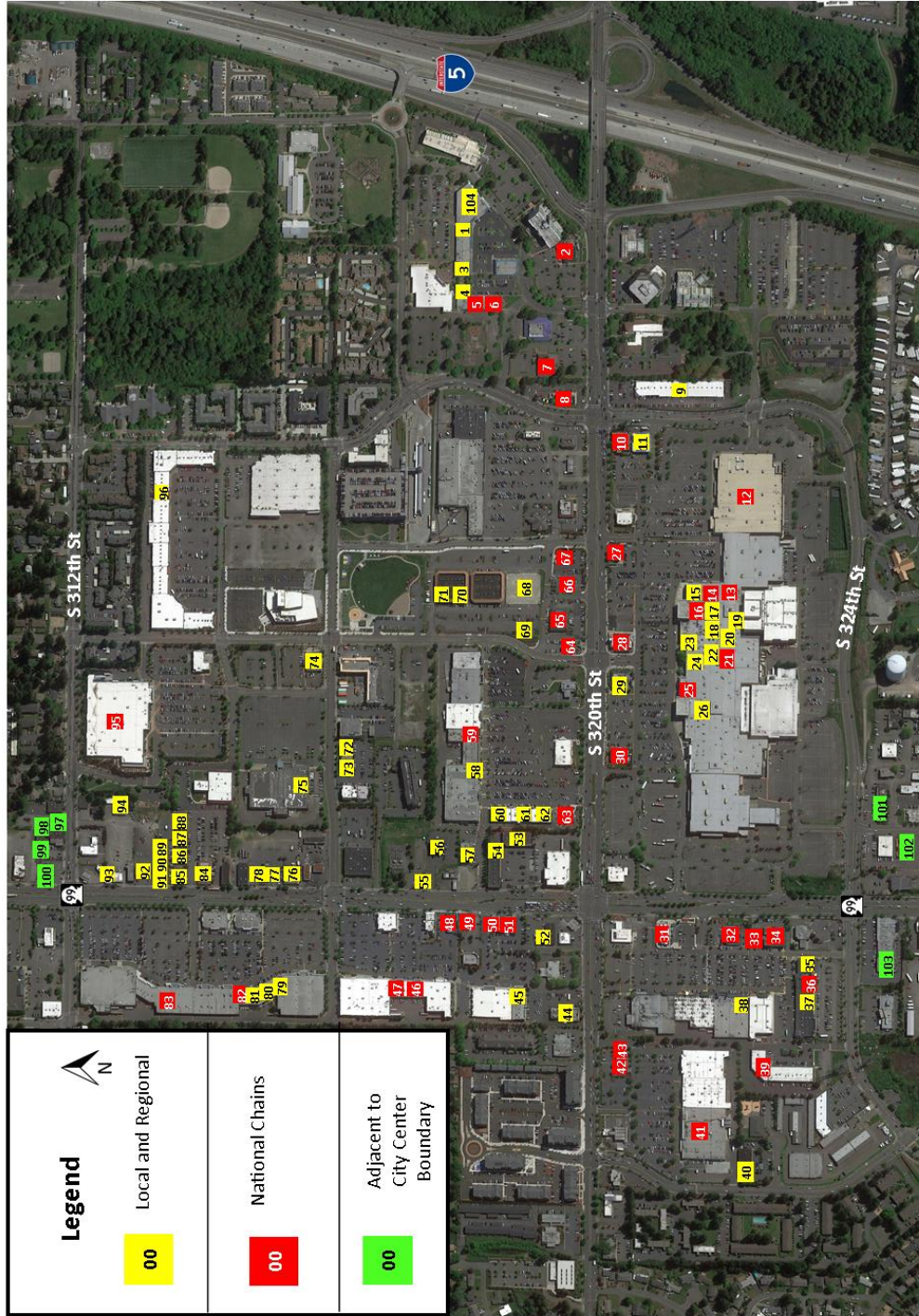
coffee shops, high-end dining and casual dining. Their diversity and interest in new things draw them to more ethnically focused restaurants according to the National Restaurant Association.

While millennials may favor dining out, boomers are content to prepare food at home. A recent Gallup survey on boomer spending habits found that more Americans aged 51 to 69 said they were willing to spend more on groceries this year than those who said they are spending less than a year ago. And the share of Baby boomers who indicated they spend more on dining out was about 10 percentage points less than those who said they were spending less at restaurants and bars.

The future for restaurants in downtown will be supported by not only the current trade market area but by the addition of construction workers and support staff on major capital improvement projects from the construction of light rail through 2024 and subsequent Transit-oriented development. Focus should be placed on the needs of the future infusion of workers.

Additionally, future development will eventually occur at the former Weyerhaeuser campus and more employees from these companies will be looking to dine out.

Location of Restaurants



This map is intended for use as a graphical representation. The City of Federal Way makes no warranty as to its accuracy.
Aerial Photo: May 2018
Date Published: June 2019



Restaurants

Businesses in this category are establishments that provide full or limited food services. Downtown Federal Way has over one hundred restaurants.

Year Built is the calendar year in which at least 50 percent of the original construction was complete.

Effective Year Built is the adjusted year built taking into account any subsequent new construction or major rehabilitation.

1. Cho Dang Tofu

31829 Gateway Center Blvd S

Located: Gateway Center
Korean restaurant

Year Built: 1988 (Eff. Year: 2000)

2. RAM Restaurant & Brewery

31920 Gateway Center Blvd S

Brewpub chain featuring
rotating house beers &
easygoing American grub in
family-friendly environs.

Year Built: 2000 (Eff. Year: 2010)

3. East India Grill

31845 Gateway Center Blvd S

Located: Gateway Center
Tandoori & other Indian
specialties are served à la carte
& at a lunch buffet in a polished
setting.

Year Built: 1988 (Eff. Year: 2000)

4. Pho Hoang Restaurant

31871 Gateway Center Blvd S

Located: Gateway Center
Spacious Vietnamese eatery
provides soups & classic entrees
in a down-to-earth atmosphere.

Year Built: 1988 (Eff. Year: 2000)

5. Jimmy John's

31889 Gateway Center Blvd S

Located: Gateway Center
Counter-serve chain specializing
in sub & club sandwiches, plus
signature potato chips.

Year Built: 1988 (Eff. Year: 2000)

6. Cold Stone Creamery

2430 S 319th Pl

Located: Gateway Center

Ice cream chain offering design-
your-own creations hand-mixed
on a granite slab, plus shakes &
more.

Year Built: 1988 (Eff. Year: 2000)

7. Black Angus Steakhouse

2400 S 320th St

Chain offers beef, seafood &
surf 'n' turf combos plus
traditional sides amid Western-
themed decor.

Year Built: 1977 (Eff. Year: 1985)

8. McDonald's

2302 S 320th St

Classic, long-running fast-food
chain known for its burgers,
fries & shakes.

Year Built: 1977 (Eff. Year: 2000)

9. Crazy Pho Cajun

32034 23rd Ave S

Simple setting for a fusion of
Vietnamese & Cajun cuisine
starring pho, bún & étouffée.

Year Built: 1985 (Eff. Year: 1995)

10. Red Robin

2233 S 320th St

Located: The Commons Mall
Chain for gourmet burgers &
boozy shakes, with other
American comfort fare.

Year Built: 1995

11. Azteca Mexican Restaurant

32015 23rd Ave S

Located: The Commons Mall
Chain of festive, family-friendly
eateries serving diverse
Mexican dishes & margaritas.

Year Built: 1995

12. Starbucks

2201 S Commons

Located inside Target in The
Commons Mall

Seattle-based coffeehouse
chain known for its signature
roasts, light bites and WiFi
availability.

Year Built: 2004

13. Mrs. Fields

2008 S Commons

Located: The Commons Mall
Mall-based chain offering
cookies, brownies &
personalized cookie cakes.

Year Built: 1975 (Eff. Year: 1985)

14. Subway

1928 S S Commons #C6

Located: The Commons Mall
Casual counter-serve chain for
build-your-own sandwiches &
salads, with health-conscious
options.

Year Built: 1975 (Eff. Year: 1985)

15. Honor Coffee & Tea

2002 S Commons

Located: The Commons Mall
Honor Coffee sources, prepares, and serves the finest coffee at four inviting locations across the Puget Sound area.

Year Built: 1975 (Eff. Year: 1985)

16. Baskin Robbins

1928 S Commons #B42

Located: The Commons Mall
Colorful ice cream parlor chain known for its many flavors plus sorbet & yogurt.

Year Built: 1975 (Eff. Year: 1985)

17. Gyro's House

1945 S Commons

Located: The Commons Mall
Greek and Mediterranean food.
Year Built: 1975 (Eff. Year: 1985)

18. Mae Mee Bakery

1928 S Commons #H11

Located: The Commons Mall
Chinese pastries and entrees.
Variety of Chinese classics including BBQ Hom Bow.
Year Built: 1975 (Eff. Year: 1985)

19. Torero's Taqueria

1928 S Commons #H10

Located: The Commons Mall
Mexican restaurant.
Year Built: 1975 (Eff. Year: 1985)

20. Yummy Crepe

1928 S Commons #E24

Located: The Commons Mall
Bubble tea and crepes.
Year Built: 1975 (Eff. Year: 1985)

21. Wetzel's Pretzels

1928 S Commons #H1

Located: The Commons Mall
Handcrafted pretzels come sweet or salty at this chain that also offers hot dogs & specialty dips.
Year Built: 1975 (Eff. Year: 1985)

22. Chili Fries

1928 S Commons #H2

Located: The Commons Mall
Burgers, fries, chicken, etc.
Year Built: 1975 (Eff. Year: 1985)

23. Zita Pizza

1928 S Commons #H3

Located: The Commons Mall
Pizza, pasta, and salads.
Year Built: 1975 (Eff. Year: 1985)

24. Baker's Dozen

1928 S Commons #H5

Located: The Commons Mall
Cupcakes, cakes, espresso, catering and bartending services.
Year Built: 1975 (Eff. Year: 1985)

25. Five Guys

1928 S Commons #B1

Located: The Commons Mall
Fast-food chain with made-to-order burgers, fries & hot dogs, plus free peanuts while you wait.
Year Built: 1975 (Eff. Year: 1985)

26. Boba Smoothies

1902-A S Commons

Located: The Commons Mall
Bubble tea and smoothies
Year Built: 1975 (Eff. Year: 1985)

27. Panera Bread

2107 S 320th St

Located: The Commons Mall
Counter-serve bakery/cafe chain serving sandwiches, salads & more, known for its bread & free WiFi.
Year Built: 2007

28. Buffalo Wild Wings

2005 S 320th St

Located: The Commons Mall
Lively sports-bar chain dishing up wings & other American pub grub amid lots of large-screen TVs.
Year Built: 2012

29. Mama Stortini's

1911 S Commons

Located: The Commons Mall
Casual choice for Italian & American meals from local ingredients plus beer, wine & cocktails.
Year Built: 2007

30. Applebee's

1801 S 320th St

Located: The Commons Mall
Full-service chain bar & grill providing hearty American eats in an informal setting.
Year Built: 2007

31. Chick-fil-A

32025 Pacific Hwy S

Located: Celebration Center
Fast-food chain serving chicken sandwiches, strips & nuggets along with salads & sides.
Year Built: 2017

32. Black Bear Diner

32065 Pacific Hwy S

Located: Celebration Center

Down-home chain serving all-day American comfort food & desserts in a woodsy setting.

Year Built: 1981 (Eff. Year: 1990)

33. Subway

32225 Pacific Hwy S #201

Located: Celebration Center

Casual counter-serve chain for build-your-own sandwiches & salads, with health-conscious options.

Year Built: 2005

34. L&L Hawaiian Barbecue

32225 Pacific Hwy S #104

Located: Celebration Center

Island-themed fast-food chain whose menu features traditional Hawaiian plate lunches.

Year Built: 2005

35. Mika Japanese Buffet

1426 S 324th St #B-201

Located: Celebration Center

Airy, contemporary buffet spot offering seafood, sushi & other Japanese fare plus beer, wine & sake.

Year Built: 2007 (Eff. Year: 1990)

36. Domino's Pizza

1426 S 324th St Ste 108A

Located: Celebration Center

Delivery/carryout chain offering a wide range of pizza, plus chicken & other sides.

Year Built: 1979

37. May May Hong Kong BBQ

1414 S 324th St #B111

Located: Celebration Center

Family-owned restaurant that serves: - Hong Kong Style BBQ (BBQ pork, roast pork, BBQ duck) - Authentic Cantonese cuisine - Party trays - Bubble tea

Year Built: 1979

38. Legendary Doughnuts

32085 Pacific Hwy S

Located: Celebration Center

Doughnuts are handmade fresh daily with premium ingredients. Delivery service available. Six other locations in the surrounding area.

Year Built: 1963 (Eff. Year: 1990)

39. Billy McHale's

1320 S 324th St #A10

Located: Celebration Center

Old-fashioned American eats from burgers to BBQ in a space modeled after an antique train.

Year Built: 1979 (Eff. Year: 1990)

40. Poverty Bay Cafe & Coffee Co.

1108-A S 322nd Pl

Family-run coffee shop serving coffee drinks & cafe fare such as pastries & sandwiches.

Year Built: 1987 (Eff. Year: 1990)

41. Starbucks

1207 S 320th St

Located inside Safeway in Sunset Square

Seattle-based coffeehouse chain known for its signature roasts, light bites and WiFi availability.

Year Built: 1977 (Eff. Year: 1985)

42. Qdoba

1301 S 320th St

Located: Sunset Square

Mexican chain for counter-serve, custom burritos, tacos & more, including health-oriented options.

Year Built: 1995 (Eff. Year: 2000)

43. Starbucks

1301 S 320th St

Located: Sunset Square

Seattle-based coffeehouse chain known for its signature roasts, light bites and WiFi availability.

Year Built: 1995 (Eff. Year: 2000)

44. Tokyo Steak House

404 S 320th St

Located: Pavilions Centre II

Teppanyaki chefs make a show of grilling meats tableside at this family-friendly Japanese eatery.

Year Built: 1976 (Eff. Year: 1994)

45. Trapper's Sushi

31835-A Pacific Hwy S

Located: Pavilions Centre II

Local Japanese chain featuring cooked dishes, specialty rolls & an all-you-can-eat sushi deal.

Year Built: 1975 (Eff. Year: 2000)

46. Papa Murphy's

31653-F Pacific Hwy S

Located: Pavilions Centre II

Chain outlet offering build-your-own takeaway pizzas, to be cooked at home.

Year Built: 2003

47. Sub Zero Nitrogen Ice Cream

31653-A Pacific Hwy S

Located: Pavilions Centre II

Chain serving ice cream & yogurt, including vegan & soy options, made to order & flash-frozen.

Year Built: 2003

48. Village Inn

31711 Pacific Hwy S

Located: Pavilions Centre II

Family-friendly chain serving homestyle American classics such as chicken-fried steak & pot pie.

49. Church's Chicken

31717 Pacific Hwy S

Located: Pavilions Centre II

Fast-food chain offering fried chicken, sandwiches, wings & Southern-influenced sides.

Year Built: 1969 (Eff. Year: 1990)

50. Panda Express

31827 Pacific Hwy S

Located: Pavilions Centre II

Fast-food chain for Chinese standards, including some health-conscious options.

Year Built: 2005

51. Chipotle Mexican Grill

31827 Pacific Hwy S

Located: Pavilions Centre II

Fast-food chain offering Mexican fare, including design-your-own burritos, tacos & bowls.

Year Built: 2005

52. Los Amigos Taqueria

31847 Pacific Hwy S

Located: Pavilions Centre II

Mexican restaurant

Year Built: 1966 (Eff. Year: 1995)

53. Koharu Restaurant

31840-C Pacific Hwy S

Located: Federal Way Plaza

Kimono-wearing waitresses add to the authentic vibe of this traditional Japanese sushi bar.

Year Built: 1985 (Eff. Year: 1995)

54. Linh Son Restaurant

31830-K Pacific Hwy S

Located: Federal Way Plaza

Vietnamese eatery where huge bowls of pho & clay-pot dishes star along with Southeast Asian faves.

Year Built: 1985 (Eff. Year: 1995)

55. California Burrito Taco Shop

31646 Pacific Hwy S

Taco shop open 24 hours

offering breakfast and catering.

Another location in Des Moines.

Year Built: 1979 (Eff. Year: 2000)

56. Kum Kang San BBQ Grill Buffet

31656 Pacific Hwy S

All-you-can-eat Korean buffet featuring spacious booths with grills for at-your-table cooking.

Year Built: 1973 (Eff. Year: 1995)

57. Herfy's Burgers

1640-A S 318th Pl

Located: SeaTac Village

A fast food family restaurant specializing in burgers, fries, and shakes.

Year Built: 1979 (Eff. Year: 1990)

58. Ma Boulangerie

1770 S 320th St

Located: SeaTac Village

Easygoing bakery & cafe offering breads, pastries & decorated cakes, plus breakfast & light fare.

Year Built: 1976 (Eff. Year: 1990)

59. Old Country Buffet

1816 S 320th St

Located: SeaTac Village

Chain buffet restaurant offering a vast variety of American dishes along with desserts.

Year Built: 1976 (Eff. Year: 1990)

60. Grand Peking

1706-L S 320th St

Located: SeaTac Village

Long-running, casual eatery serving a long menu of Chinese & Chinese-American specialties.

Year Built: 1978 (Eff. Year: 1990)

61. Ichi Teriyaki

1706-F S 320th St

Located: SeaTac Village

Strip-mall teriyaki outpost offers & Chinese comfort fare in a snug, straightforward space.

Year Built: 1978 (Eff. Year: 1990)

62. Katsu Burger

1706-A S 320th St

Located: SeaTac Village

Japanese-influenced burgers accompanied by unique sides served in simple strip-mall quarters.

Year Built: 1978 (Eff. Year: 1990)

63. Cafe Rio

1700 S 320th St

Located: SeaTac Village
Self-serve eatery dishing up
Mexican classics including hand-
rolled tortillas, burritos & tacos.

Year Built: 2016

64. Taco Time

2002 S 320th St

Located: Center Plaza
Longtime Mexican fast-food
chain serving tacos, crisp
burritos & kids' meals in simple
surrounds.

Year Built: 1979 (Eff. Year: 2000)

65. Red Lobster

2006 S 320th St

Located: Center Plaza
Lively chain restaurant serving
American seafood standards
amid New England-themed
decor.

Year Built: 1979 (Eff. Year: 1990)

66. Starbucks

2032 S 320th St

Located: Center Plaza
Seattle-based coffeehouse
chain known for its signature
roasts, light bites and WiFi
availability.

Year Built: 1979 (Eff. Year: 1990)

67. MOD Pizza

2104 S 320th St

Located: Center Plaza
Counter-serve chain with
industrial-chic decor known for
build-your-own pizza.

Year Built: 2017

68. Ezell's Famous Chicken

2020 S 320th St

Located: Rebuilt section of
Center Plaza
Local fast-food chain known for
its housemade fried chicken
plus down-home sides &
desserts.

Year Built: 2018

69. Ivar's

2004 S 320th St

Located: Center Plaza
Local chain dishing up fried fish
& chowders in casual quarters
with nautical accents.

Year Built: 1979 (Eff. Year: 1990)

70. Peking Express

2012-C S 320th St

Located: Center Plaza
Straightforward counter serve
offering a variety of standard
Chinese dishes in an unadorned
space.

Year Built: 1979 (Eff. Year: 1990)

71. Pac Island Grill

2012-H S 320th St

Located: Center Plaza
Hawaiian-style BBQ & other
island fare in a bright strip-mall
storefront with a beach-cafe
vibe.

Year Built: 1979 (Eff. Year: 1990)

72. Shin Sung Restaurant

1805 S 316th St #A106

Located: Nara Village
Korean spot where diners
choose combination platters of
meats & sides, then grill the
food tabletop.

Year Built: 1994 (Eff Year: 2000)

73. Taqueria La Princesa

1805 S 316th St #A101

Located: Nara Village
Salvadorian and Mexican
restaurant.

Year Built: 1994 (Eff Year: 2000)

74. Palace Korean Bar & Grill

31525 Pete von Reichbauer
Way S

Marinated BBQ'd meats plus
spicy Korean soups, stews &
sides in a casual eatery with a
hopping bar.

Year Built: 2006

75. Jasmine Mongolian Grill

31515 Pete von Reichbauer
Way S

Located: H-Plaza

Spare, modern Chinese all-you-
can-eat spot with a central grill
in the open kitchen.

Year Built: 1990 (Eff. Year: 2000)

76. Jay's Asian Grill

31448 Pacific Hwy S

Meal components are selected
from a buffet, then grilled to
order at this informal Pan-Asian
stop.

Year Built: 1973 (Eff. Year: 2000)

77. iScream

31434 Pacific Hwy S

48 different flavors of the best
iScream you have ever had with
tons of different toppings to
choose from.

Year Built: 1973 (Eff. Year: 1990)

78. Pho Quynh

31434 Pacific Hwy S

Classic Vietnamese dishes in a
casual and fun environment.

Year Built: 1973 (Eff. Year: 1990)

79. Pho Tai

31513 Pacific Hwy S

Located: Pavilions Centre

Noodle soups, banh mi & other classic fare is presented in a bare-bones, family-friendly space.

Year Built: 1995

80. Bangkok Garden Street Food

31509 Pacific Hwy S

Located: Pavilions Centre

Stylish strip-mall destination for standards from Thailand like drunken noodles & cashew chicken.

Year Built: 1995

81. Tokyo-ya

31507 Pacific Hwy S

Located: Pavilions Centre

Tonkotsu-style ramen is the specialty of this informal Japanese cafe with counter seating & tables.

Year Built: 1995

82. 85°C Bakery Cafe

31503 Pacific Hwy S

Located: Pavilions Centre

Bakery/cafe chain with roots in Taiwan, offering coffee & tea plus international desserts & breads.

Year Built: 1995

83. Barnes & Noble Café

Café inside Barnes & Noble offering espresso beverages & teas, Frappuccino blended beverages, baked goods and other specialties.

Year Built: 1995

84. Ox Pho & Grill

31406 Pacific Hwy S

Located: Dana Plaza

Vietnamese restaurant with specialties including ox tail pho.

Year Built: 1977 (Eff. Year: 2000)

85. I Love Ramen

31254 Pacific Hwy S

Located: Dana Plaza

Serving Japanese noodle with specialties including champon, ramen, and zaru soba.

Established in 2010.

Year Built: 1975 (Eff. Year: 2000)

86. Mirak Restaurant

31260 Pacific Hwy S #1

Located: Dana Plaza

This easygoing restaurant offers traditional Korean barbecue meats grilled at tables.

Year Built: 1961 (Eff. Year: 1995)

87. Youngwol Noodle

31260 Pacific Hwy S #7

Located: Dana Plaza

Korean noodle restaurant established in 2007.

Year Built: 1961 (Eff. Year: 1995)

88. Hanabi Sushi

31260 Pacific Hwy S #12

Located: Dana Plaza

A variety of sushi rolls & other Asian cuisine round out the menu at this informal eatery.

Year Built: 1961 (Eff. Year: 1995)

89. Traditional Korean Beef Soup

31248-D Pacific Hwy S

Located: Saigon Plaza

Hefty portions of Korean comfort fare on offer in this modest, cozy eatery with Asian decor touches.

Year Built: 1984 (Eff. Year: 1990)

90. Taquería La Tentación

31248-B Pacific Hwy S

Located: Saigon Plaza

Authentic Mexican cuisine.

Year Built: 1984 (Eff. Year: 1990)

91. Pho Trang

31248-A Pacific Hwy S

Located: Saigon Plaza

Authentic traditional Vietnamese cuisine.

Year Built: 1984 (Eff. Year: 1990)

92. Akasaka

31246 Pacific Hwy S

Longtime choice for sushi plus Japanese & Korean entrees, served in a large, traditional space.

Year Built: 1971 (Eff. Year: 2000)

93. Stars Bar & Grill

31216 Pacific Hwy S

This bar features sports, live music, bar games, and takeout.

Year Built: 1947 (Eff. Year: 1980)

94. Hanshin Pocha

31218 Pacific Hwy S

Korean restaurant with specialties including pork trotters and deep fried chicken.

Year Built: 1962 (Eff. Year: 1979)

95. McDonald's

1900 S 314th St

Located inside Walmart.
Classic, long-running fast-food chain known for its burgers, fries & shakes.

Year Built: 1999

96. Paul's Burger & Teriyaki

2148 S 314th St

Located: Hillside Plaza
Hamburger and teriyaki restaurant established in 1995.
Year Built: 1988

97 – 103 are adjacent to the City Center Boundary**97. Pho Bach's Vietnamese**

1634 S 312th St

Vietnamese comfort food establishment offering small plates and quick eats.

98. Pop's Pizza & Pasta

1620 S 312th St

Pizzeria offering traditional pies and delivery service.

99. International Teriyaki House

1620 S 312th St

Counter service restaurant offering various Japanese cuisines.

100. Jack in the Box

31130 Pacific Hwy S

Burgers, chicken, tacos & breakfast items fill out the menu at this fast-food chain.

101. Monster Burgers

1703 S 324th St Ste A

Local burger place offering Asian and American fusion cuisine.

102. Red Stone Tofu House Wang Ga Nae

1616, 6009, S 325th St

Casual stop for Korean fare & BBQ meats for table-top grilling, served in an unfussy space.

103. Vince's Italian Restaurant & Pizzeria

32411 Pacific Hwy S

Family-run eatery specializing in basic pastas & pizzas enhanced by customers' choice of add-ons.

104. Marlene's Restaurant Counter

2565 S Gateway Center Pl

Choose from traditional deli fare, specialty dishes for raw, vegan, and vegetarian eaters, or wheat, dairy or gluten-free selections for those with food sensitivities.

Year Built: 1988 (Eff. Year: 2000)

SOURCES

- Dept. of Labor, Bureau of Labor Statistics
- Dept. of Commerce, Census Bureau CHD Expert
- City of Federal Way, Economic Development Department
- Deloitte
- ESRI
- Federal Reserve Bank of St. Louis
- National Restaurant Association
- North American Industry Classification System
- UBS
- United States Department of Agriculture
- Washington State Department of Revenue
- Washington Hospitality Association

The North American Industry Classification System (NAICS) identifies establishments engaged in providing food and beverage services to patrons who order and are served while seated under the NAICS Code 722. However, these establishments can be found under the NAICS Code 722511. Yet, there are other codes that need to be included to comprehend the full size and scale of the sector. These include NAICS 722513, which is Limited-Service Restaurants, where patrons generally order or select items and pay before eating, or code 722515 where the selling of a specialty snack or nonalcoholic beverage for consumption on or near the premises take place. In addition to these, code 722410 involves the preparing and serving of alcoholic beverages at establishments known as bars, taverns, or nightclubs. For the purposes of this analysis, the three digit code 722 was used to capture the broad array of establishments.

FOR FURTHER INFORMATION

Economic Development Department
City of Federal Way
33325 8th Ave South
Federal Way, WA 98003
253-835-2412

Cover photo by Dan DeVries Photography
Research and Written by: Alexandria Alderman and Connor Wright
Economic Development, City of Federal Way

See website for digital copies at www.DiscoverDowntownFW.com