

Finding a suitable location for A New Seasons Market In Downtown SW Portland, OR



Jana LaFrenier
Yoko Morimoto
Neal Shultz

GIS II Team Project

2 Types of Business

Convenience shopping

-based on the ease of access to the type of products

-gasoline, **groceries**, etc

Comparison shopping

-based on price, selection, quality and style

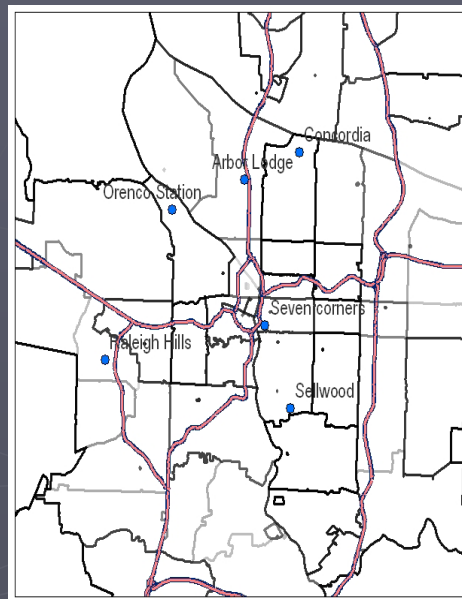
-appliances, furniture, etc

Background

- ▶ No locally owned grocery stores
- ▶ Population growth
- ▶ Lack of diversity
- ▶ Safeway too crowded
- ▶ New Seasons looking to expand



Current New Seasons Locations in Portland



Where is the ideal location for a New Seasons grocery store in Downtown SW Portland?



Preferred market area

- ▶ High household income & better consumer expenditures
- ▶ Business growth
- ▶ Population growth

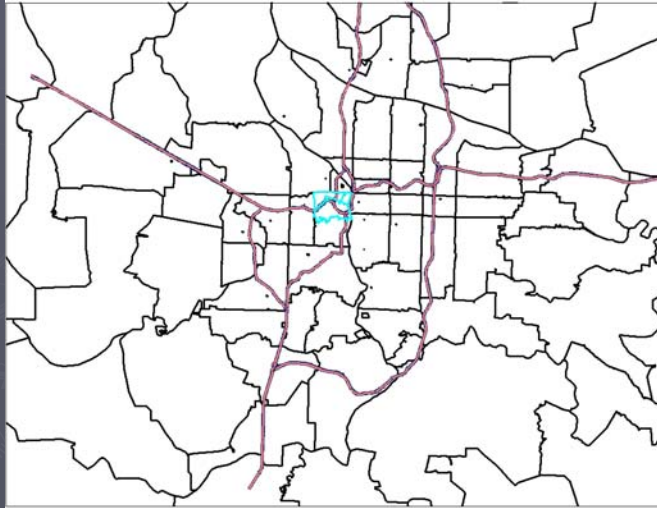
Data Collection

- ▶ RLIS 2006_Feb street, highway, zipcode, and land zoning layer
- ▶ Population census data 1990
- ▶ Income data
- ▶ Addresses of parking structures, current grocery stores, and available commercial retail real estate

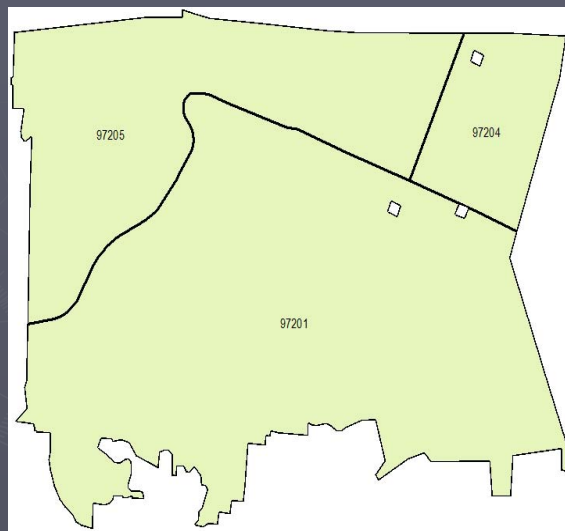
Data preparation

- ▶ Select targeted area
- ▶ Clip applicable layers
- ▶ Create excel databases for geocoding and dasymetric mapping
- ▶ Join applicable layers and tables

Greater Portland Area



Target Area



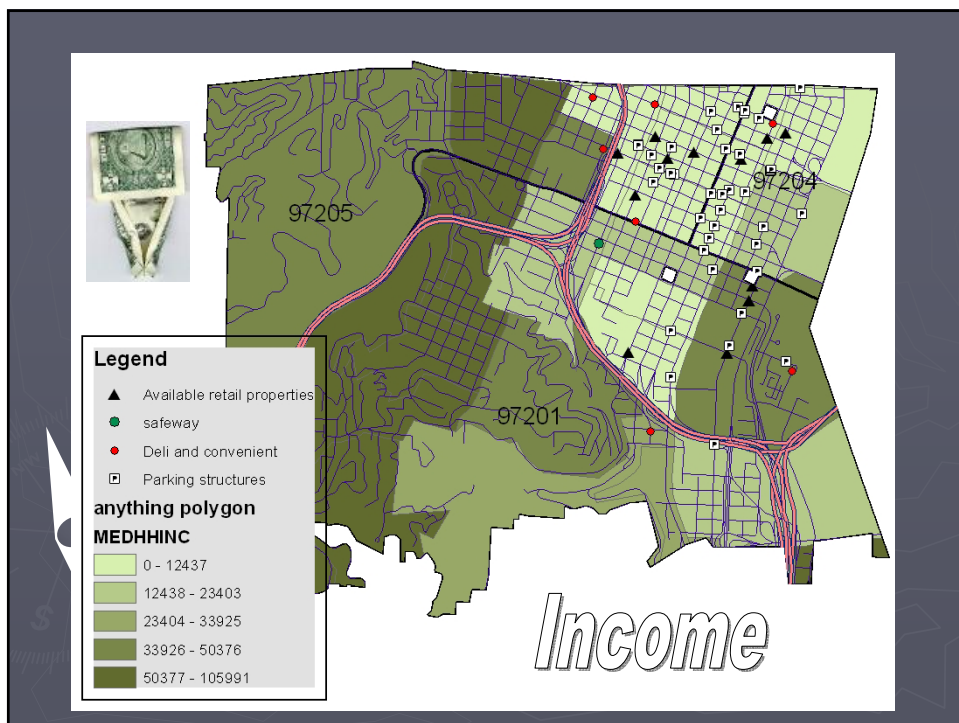
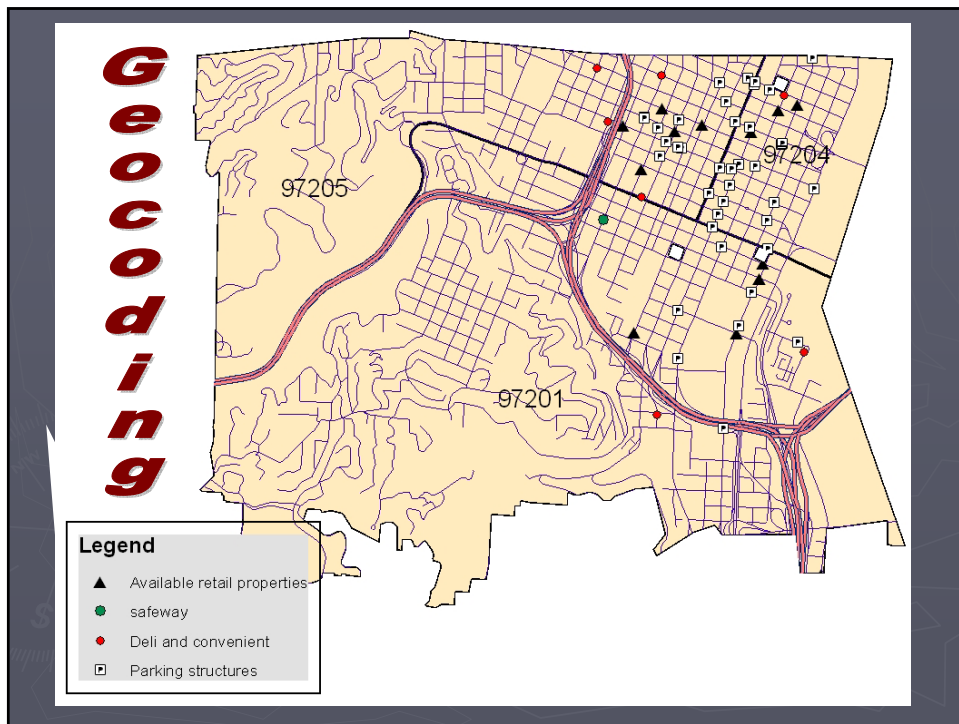
Target Area with relative data



Attribute table for available properties

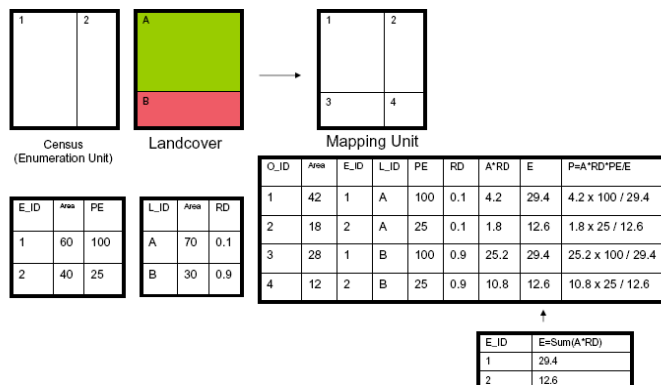
	PREFIX	DIRECTION	STREETNAME	TYPE	CITY	STATE	ZIP	SQUAREFEET	COMPANY	CONTACT	ADDRESS
1	SW	900	13th	Ave	Portland	OR	97205	3030	NEWNEVILLE	503.241.1222	900 SW 13th Ave Portland OR 97205
2	SW	811	Morrison	ST	Portland	OR	97205	3297	NEWNEVILLE	503.241.1222	811 SW Morrison St Portland OR 97205
3	SW	333	3rd	Ave	Portland	OR	97204	3830	NEWNEVILLE	503.241.1222	333 SW 3rd Ave Portland OR 97204
4	SW	805	Broadway	St	Portland	OR	97201	0			805 SW Broadway St. Portland OR 97201
5	SW	620	5th	Ave	Portland	OR	97204	7614	Bluestone/Shockley	503.222.3800	620 SW 5th Ave Portland OR 97204
6	SW	35000	River	Parkway	Portland	OR	97201	7000	Urban Works	503.228.3080	35000 SW River Parkway Portland Or 97201
7	SW	11233	10th	Ave	Portland	OR	97201	8000	Elliot Building	503.997.7011	
8	SW	1122	Morrison	St	Portland	OR	97205	6000			1122 SW Morrison St, Portland, OR 97205
9	SW	802	10th	Ave	Portland	OR	97205	10000			802 SW 10th Ave, Portland, OR 97205
10	SW	111	Columbia	St	Portland	OR	97201	865	Melvin Mark Brokerage	503-223-9203	111 SW Columbia St, Portland, OR 97201
11	SW	1500	1st	Ave	Portland	OR	97201	4087	Melvin Mark Brokerage	503-223-9203	1500 SW 1st Ave, Portland, OR 97201
12	SW	1500	1st	Ave	Portland	OR	97201	4429	Melvin Mark Brokerage	503-223-9203	1500 SW 1st Ave, Portland, OR 97201
13	SW	412	4th	Ave	Portland	OR	97204	2540			412 SW 4th Ave, Portland, OR 97204
14	SW	1125	11th	Ave	Portland	OR	97205	8500			1125 SW 11th Ave, Portland, OR 97205
15	SW	1850	River	Rd	Portland	OR	97201	750			1850 SW River Rd, Portland, OR 97201
16	SW	1852	River	Rd	Portland	OR	97201	1400			1852 SW River Rd, Portland, OR 97201
17	SW	1811	River	Rd	Portland	OR	97201	1800			1811 SW River Rd, Portland, OR 97201
18	SW	95	Harrison	St	Portland	OR	97201	1400			95 SW Harrison St, Portland, OR 97201
19	SW	836	Curry	St	Portland	OR	97201	0			836 SW Curry St, Portland OR 97201
20	SW	3419	Moody	Ave	Portland	OR	97201	0			3419 SW Moody Ave, Portland, OR 97201
21	SW	1974	Broadway		Portland	OR	97201	0			1974 SW Broadway, Portland, OR 97201

Record: 16 Show: All Selected Records: 0 out of 21 Selected Options



Dasymetric Process

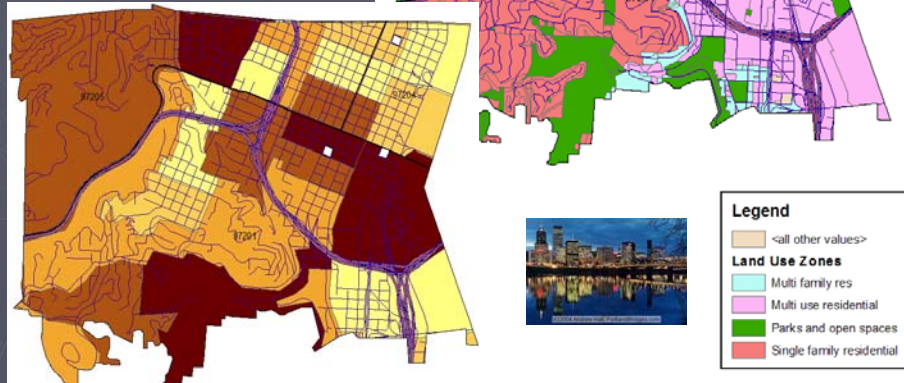
Dasymetric Mapping (cont.)



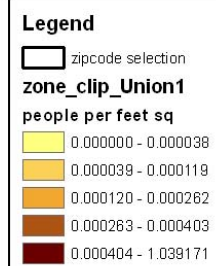
Dasymetric Process (cont.)

- ▶ Create table in excel assigning relative density
- ▶ Union census clip with zone clip
- ▶ Join table to new layer
- ▶ Calculations
 - shape_area*RD
 - Sum shape_area*RD
 - $P = A * RD * PE / E$

Union



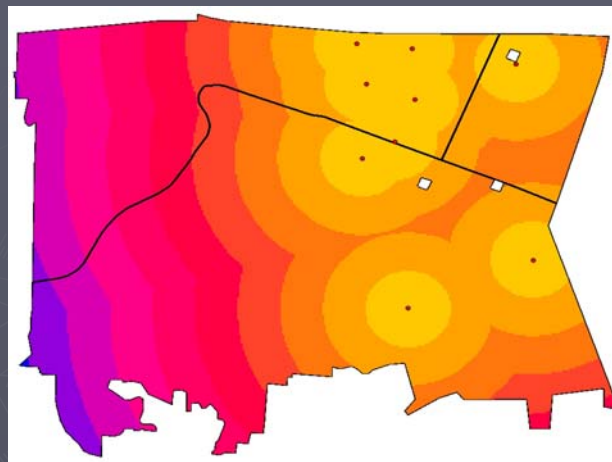
Dasymetric map
Population Density



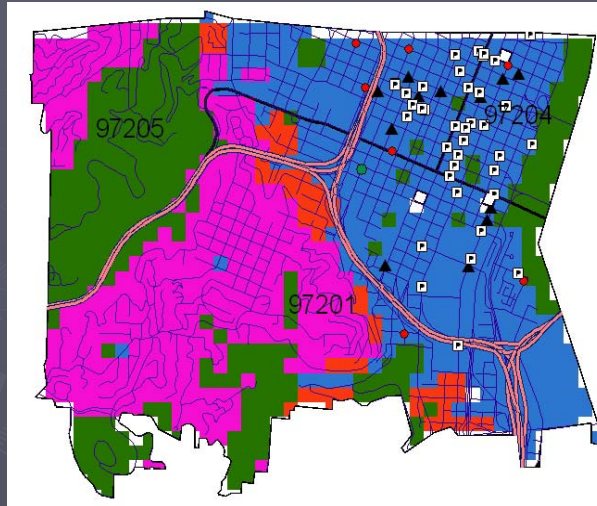
Multi-Criteria Analysis

- ▶ Distance to Safeway
- ▶ Distance to Deli and Convenient stores
- ▶ Convert vectors to raster
- ▶ Reclassify
- ▶ Weight and combine datasets
- ▶ Identify suitable locations

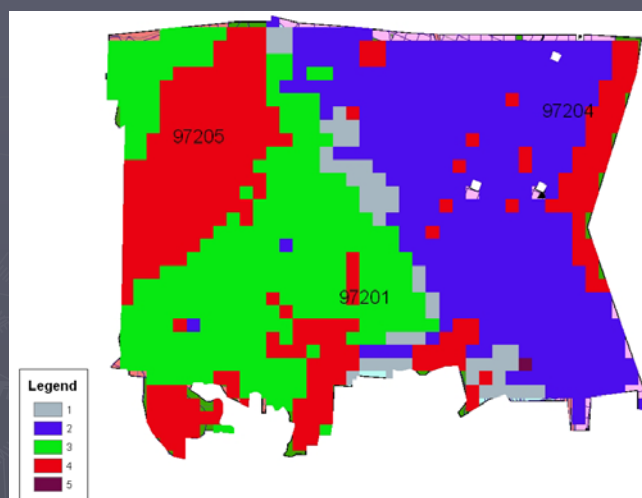
Distance to Convenient stores



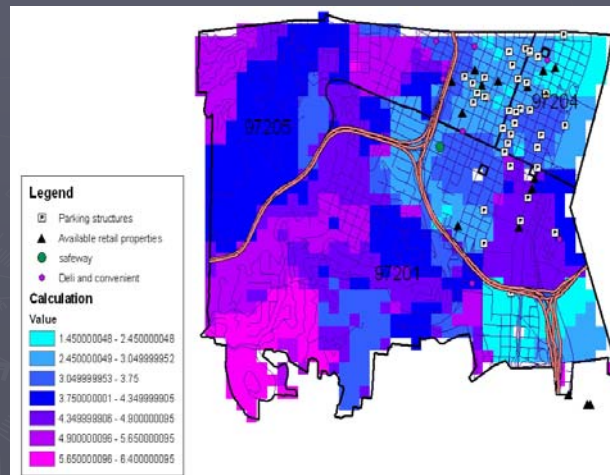
Vector to Raster land Use



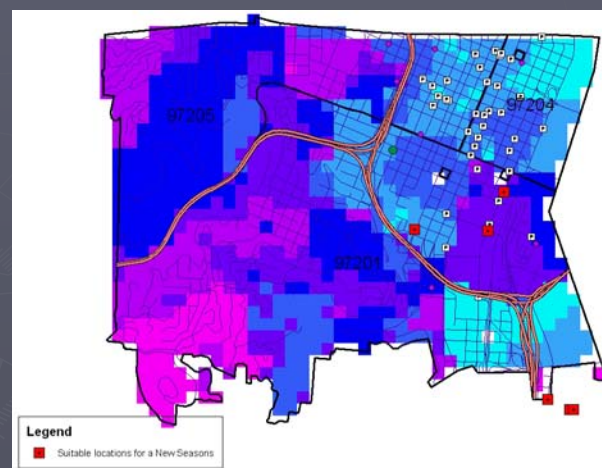
Reclassified data landuse



Weighted and Combined Data Sets



Suitable Locations



Further Information

- ▶ Current population data
- ▶ Projected population growth data
- ▶ Business growth data
- ▶ Marketing analysis
- ▶ Create dasymetric map of income data
- ▶ Find locations to build a New Seasons
- ▶ Difficulty in finding suitable square footage for a grocery store

References

- ▶ www.pdc.us/pdf/ura/north_macadam/sowa_faqs.pdf
- ▶ www.asu.edu/caed/proceedings98/Lund/lund.html
- ▶ www.uwex.edu/CES/CCED/dma/5/html
- ▶ faculty.washington.edu/jwh/367ret1.html
- ▶ Urban works
- ▶ Bluestone and Hockley