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Optimal Locations for Wrap City

Eric Lane

Wrap City

Methods

Each location was selected in accordance with Tacoma zoning code, and also nearby a vacant lot for parking (when available).

On Saturday and Sunday afternoons, I decided to use parks as they are a frequent destination on the weekend. To determine which park served the greatest number of people within a 15 minute walk, I ran a service area analysis based on the Tacoma streets at a 3 mph pace. Figure 1


Figure 1
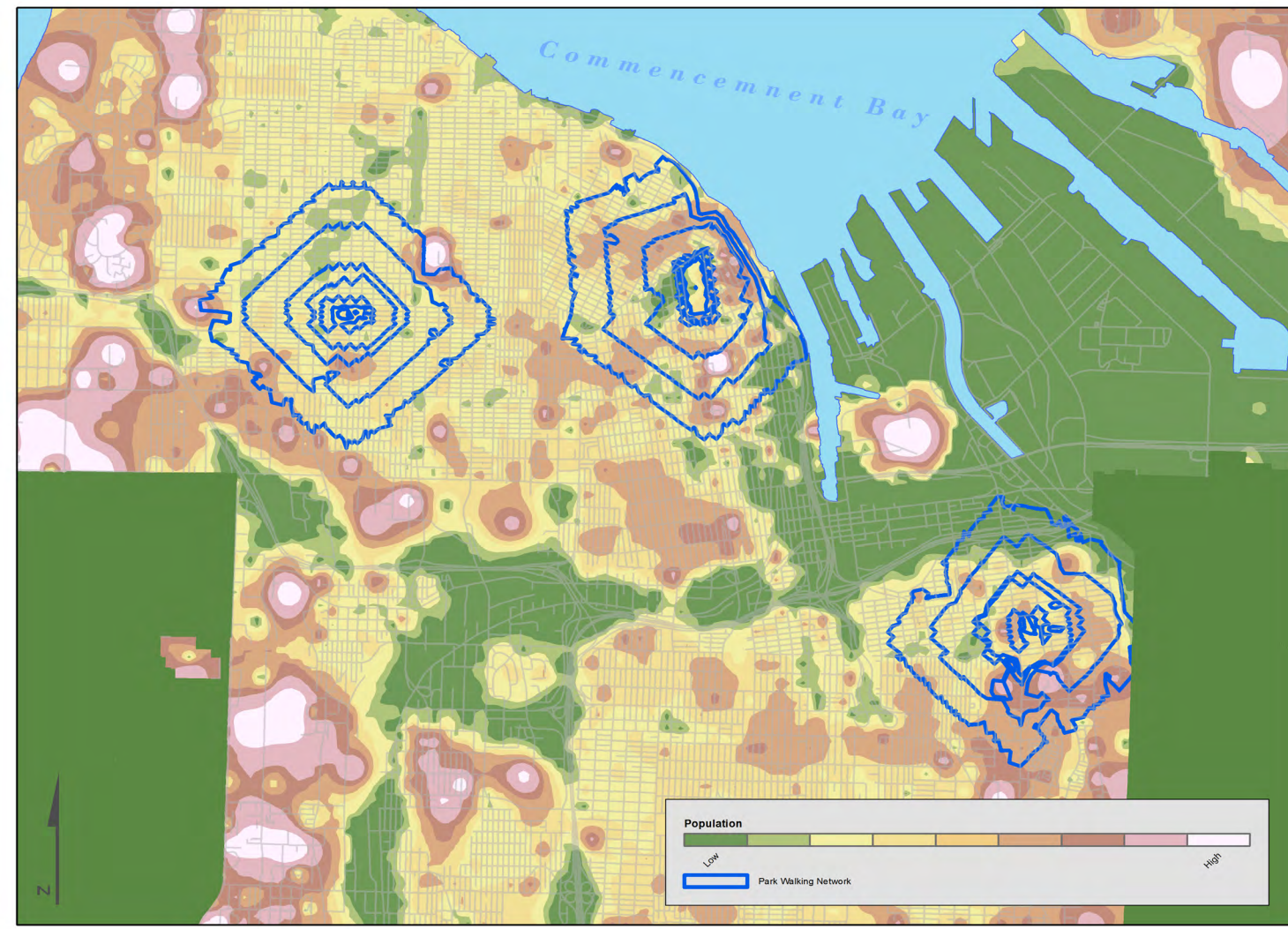
During the lunch hours (12-4 PM) Monday thru Friday; I will set up locations in highly concentrated commercial areas. Using data at the parcel level, I founded which zoned locations allowing food vending had the largest quantity of commercial parcels. These results were then normalized so that they may be compared without the area of the zoning polygons affecting the results.

One of the lunch hour locations (Tollefson Plaza) was chosen based on a 15 minute walking service area done around the UW-Tacoma campus to attract college students and provide another option that was affordable and eclectic than the fast food options currently available.

For workweek evenings (5-9 PM) Monday thru Thursday; locations will be placed near the highest concentration of the 'hipster' class based on the block group level to capture home commuters and also near an arterial street. The 'hipster' class is indexed by age (18-34) and adult education attainment (associates degree or higher). Figure 2

Figure 2
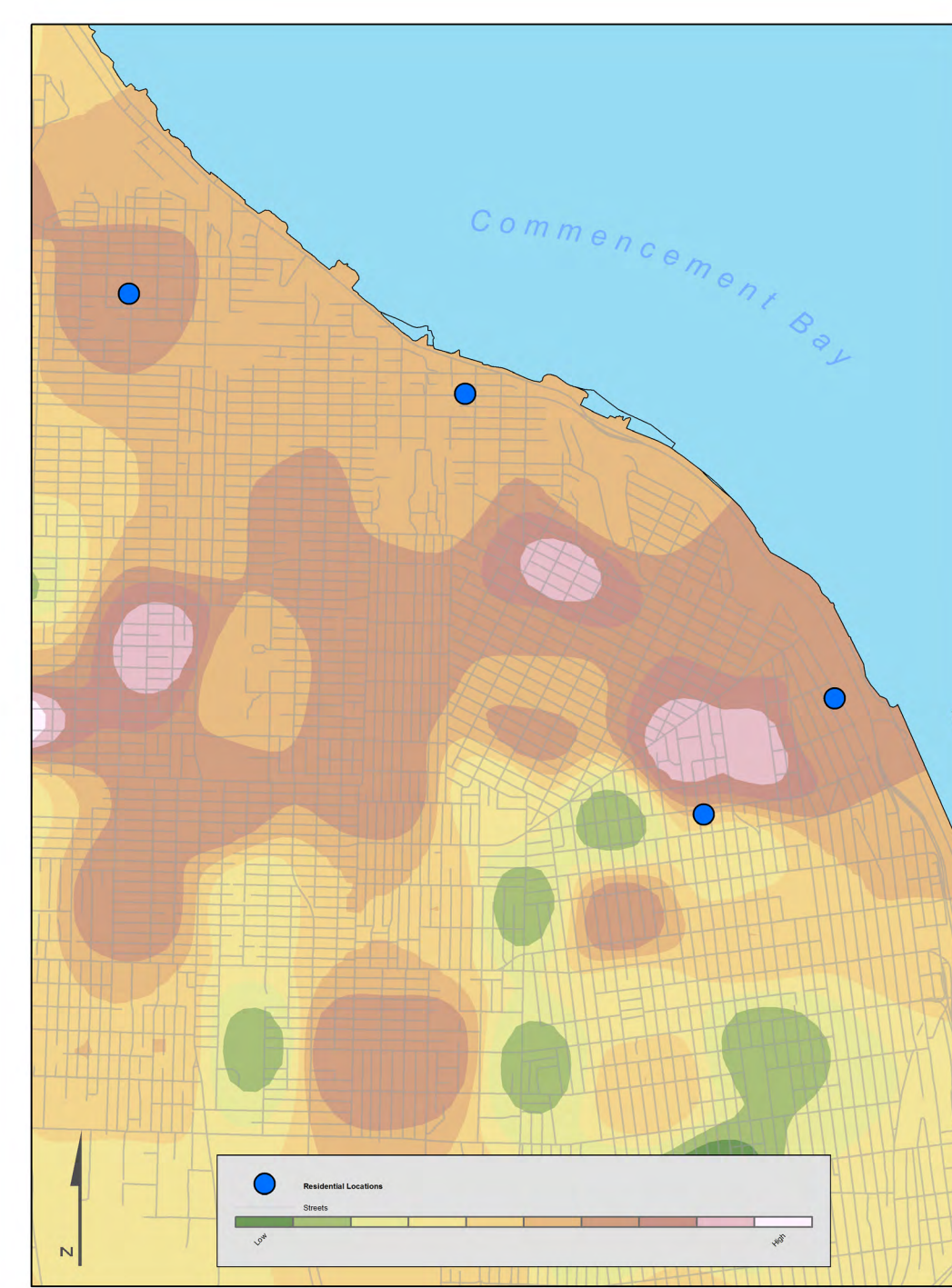
For my final slot, Friday and Saturday evenings (10 pm - 2 am), I wanted to attract people walking to and from bars. Therefore, locations near high concentrations of bars (i.e. 6th Avenue and Downtown) and arterial streets. Also, one location was chosen for its proximity to the University of Puget Sound campus walking network that I created.
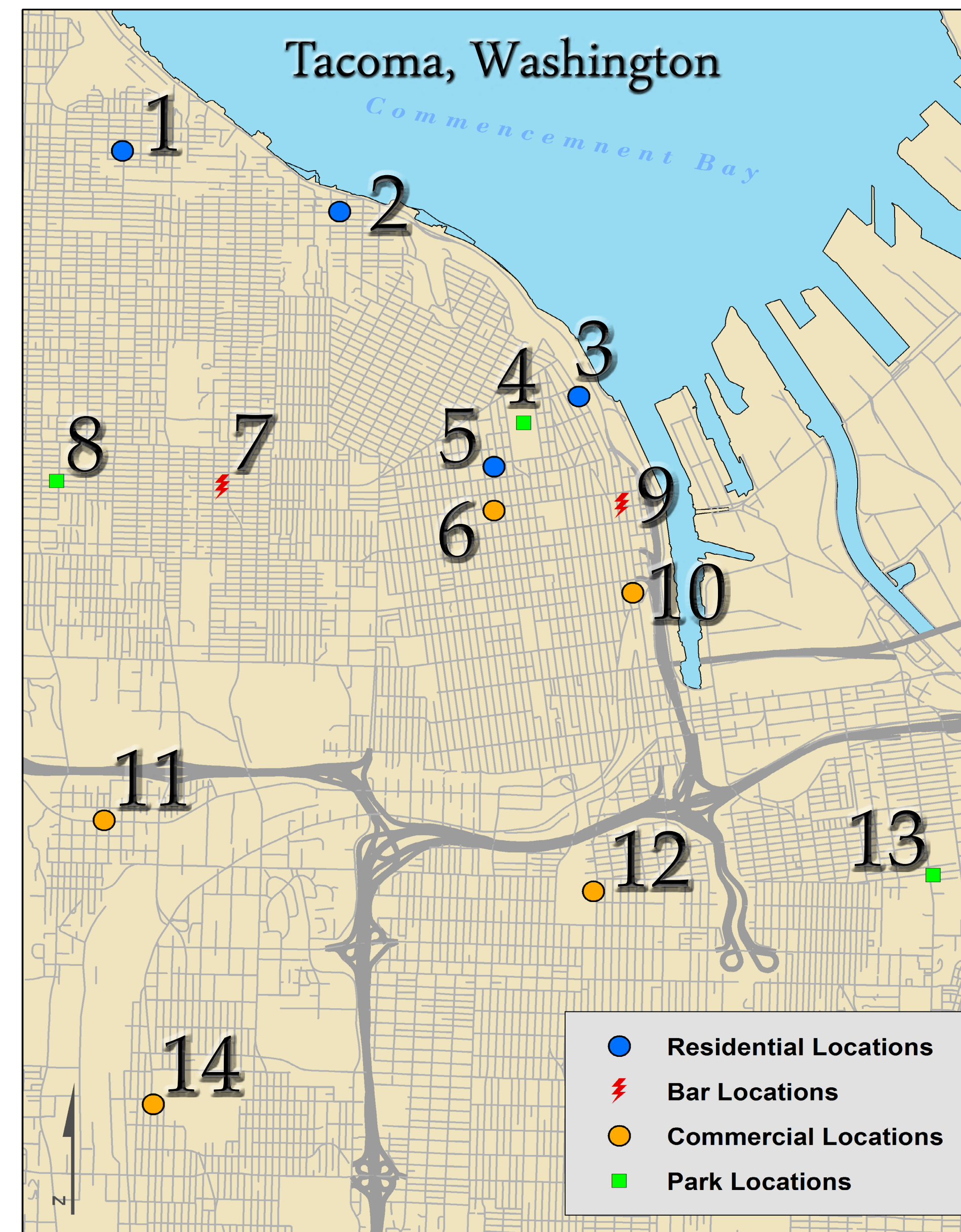
Purpose

To provide a detailed daily guide, sorted by afternoon and evening locations, for setting up my new food truck business in Tacoma, to be known as Wrap City.
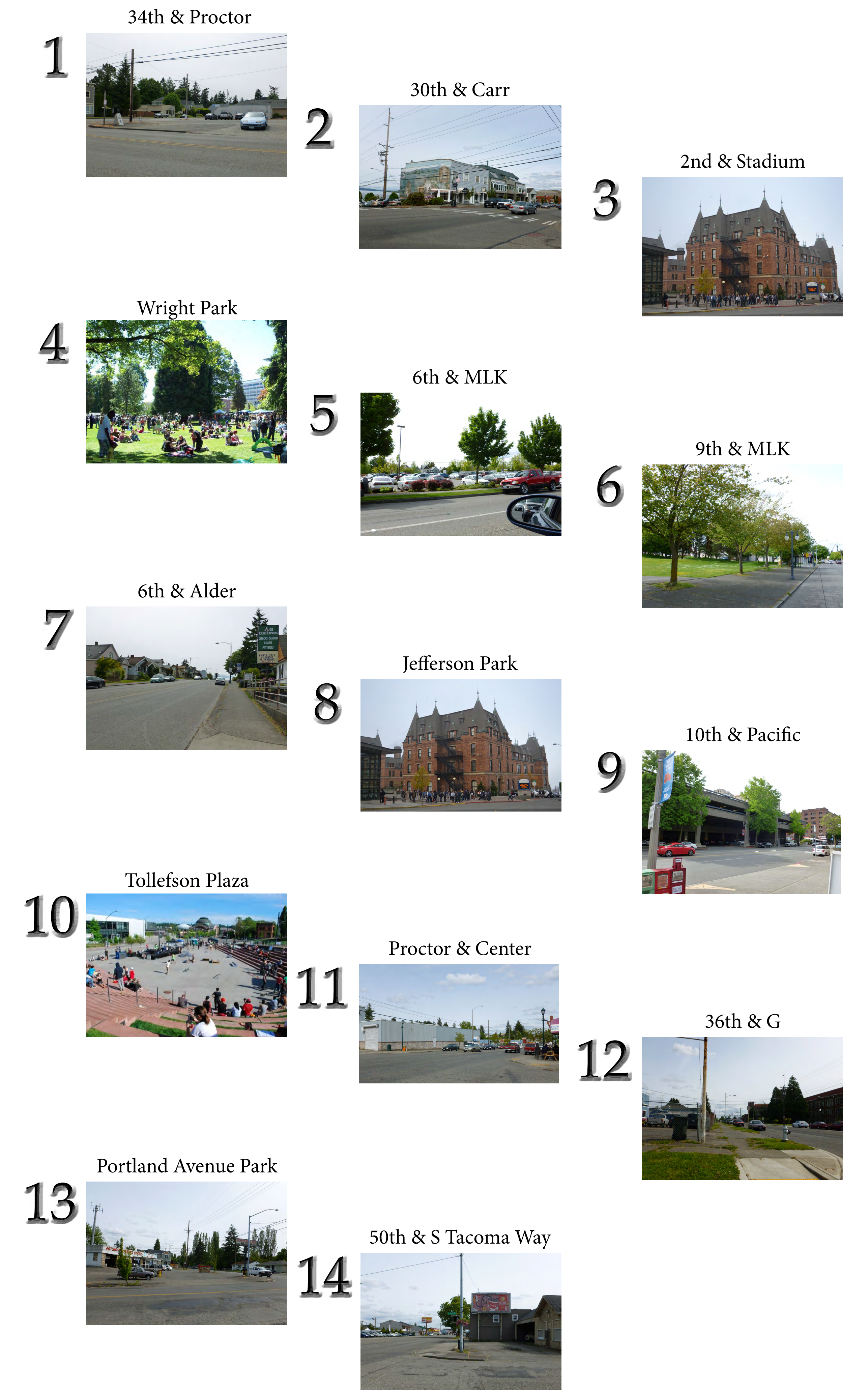
Results

The locations that I came up with are fairly close to where I would expect. However, it was interesting to see where the concentrations of my 'hipster' class. The locations are listed in the table below. Quick Note: Due to the Jefferson and Portland Park having very similar numbers, I decided to interchange the locations weekly.

Objectives

The goal of this project was to create a guide for a new and hip food truck business on where the best locations for setting up shop in Tacoma.

I hypothesized that locations would be based in the downtown and northern part of Tacoma, as well as an area proximate to Cheney Stadium would be ideal.

Map: Tacoma, Washington

Legend:
- Residential Locations
- Bar Locations
- Commercial Locations
- Park Locations

Photo captions:
1. 34th & Proctor
2. 30th & Carr
3. 2nd & Stadium
4. Wright Park
5. 6th & MLK
6. 9th & MLK
7. 6th & Alder
8. Jefferson Park
9. 10th & Pacific
10. Tollefson Plaza
11. Proctor & Center
12. 36th & G
13. Portland Avenue Park
14. 50th & S Tacoma Way

Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday
Lunch	Dinner	Lunch	Dinner	Lunch	Dinner	Lunch	Dinner	Lunch	Nightlife	Lunch	Nightlife	Lunch
9th & MLK	34th & Proctor	Jefferson & Pacific	30th & Carr	36th & G St.	6th & MLK	Proctor & Center	2nd & Stadium	50th & S Tacoma Way	10th & Pacific	Jefferson/Portland Ave Park	6th & Alder	Wright Park

Citations

Data gathered from 2010 U.S. Census, WAGDA, City of Tacoma, Washington Dept. of Transportation

Acknowledgements

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Eric Lane - 2012 UWT Spring Quarter
Coordinate System: NAD 1983 State Plane Washington South
For further detail visit my website @ sites.google.com/site/lanegiscertificate