Food as Placemaking
2000
100+ Cars

2012
45+ Carts
“If you want to seed a place with activity, put out food.”

"What South Waterfront really needs is a grocery store."

Source: Tom Heinicke in Portland Mercury
“Coffee, food, bikes, beer, pinot noir.” – CEO, Act On Software

Source: Project for Public Spaces.
Grocery Stores
DOWNTOWN HOUSTON SURVEY:

• “Residents and workers consider a grocery store to be the missing element of downtown.”

• Grocery shopping listed as the second most popular leisure activity, after listening to live music for residents over 40.

1. Listen to live music
2. Grocery shop
3. Outdoor activities
+ 17%

Form follows rent

Models

Belmont Neighborhood Center, Portland, OR

Portland Bungalow
1910s, 10 du/acre

Belmont Dairy
1996, Grocery & residential

Rowhouses
1999, 33 du/acre

Belmont Lofts
2004, 74 du/acre with retail

Highest apartment rents
Southeast Portland submarket
1996 - 2006
Models

Orenco Station, Suburban TOD/Neighborhood Center
Development concept: "The ability to walk to a quart of milk"
Models

Safeway, Museum Place

Brewery Blocks, Portland

“Let There be Ralphs”
South Park/Downtown LA
Development Prospects

URBAN LAND INSTITUTE, 2010

• Development: “Write off the year, as well as 2011 and Probably 2012.”

URBAN LAND INSTITUTE, 2012

• “For 2012, well situated grocery anchored retail will do well.
• “Food and entertainment become even more important for driving traffic and sales.”
Grocer Types

Store Area (Square Feet) vs. Support Population

- Full Size Grocer / Supermarket
- Urban Infill Grocer
- Co-op
- Healthy Corner Store
- Buyers Club
The Supermarket, 1950 - Present

- 40,000 – 60,000 sf
- Site selection criteria vary!
- Location
  - 15,000+ ADT
  - Drive-home side
- Site size: 3 acres+
- Households
  - 4,000+ in primary market area, “primary shoppers”
  - Additional demand within 2 to 5 mi. radius
- Incomes
- Education
- Neighborhood revitalization
Location

Source: Peter Calthorpe, 1993.
Economics in Station Areas / Town Centers

Spending Power (millions)

- Supermarket: $30
- Station Area/Small Downtown: $15
- Independent Grocer: $5
Urban Infill Grocers

- Emerging, exciting format
- 3,000 – 15,000 sf
- Independents, mom and pops, chains
Parking

Caltrans, ABAG/MTC Parking Standards
Many Formats

- Co-ops
- Healthy Corner Stores
- Buyers Clubs
- Farmers Markets
- Public Markets

Weavers Way Co-op, Philadelphia

Public Market, San Francisco
Shopping List

- Capture the opportunity as neighborhoods revitalize, transit arrives
- Pick the right location
- Research and explain the market
- Right size parking requirements
- Talk to grocer real estate representatives
- Work with the right developer
- Use the public sector development toolkit
Food Carts

- Transform parking lot to place
- Opportunities for job creation for small, diverse entrepreneur base
- Authentic: Direct connection with chef, business owner, and creator
- Amenity for office and housing
- Multicultural, multiethnic
- Good food!

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Food Cart Business Model

Monthly Revenue to Lot Owner

- Parking: $200
- Food Cart: $600

Start Up - Hard Costs

- Food Cart: $5,000
- Food Truck: $40,000
- Restaurant: $250,000
Regulation

- Portland
  - 1 day, $800
- Food handlers' license
- Business license

Other Cities
- 1 or 2 hour time limit
- 200' or more from restaurant

Permitting: Time-consuming and expensive