Food as Placemaking

Rail~Volution 2012 | Brian Vanneman

LELAND CONSULTING GROUP

2000
100+ Cars
2012
45+ Carts
Image © 2012 Sanborn

Thai Basil
503-927-9610
Food / Bubble Tea / Smoothies
THAI FOOD
GOOD TASTE
$5.00
Thai Basil
Order/Pick Up 503-927-9610
Pad Thai
Pork on Rice
Spicy Basil

1.5
1.5
1.5
1.
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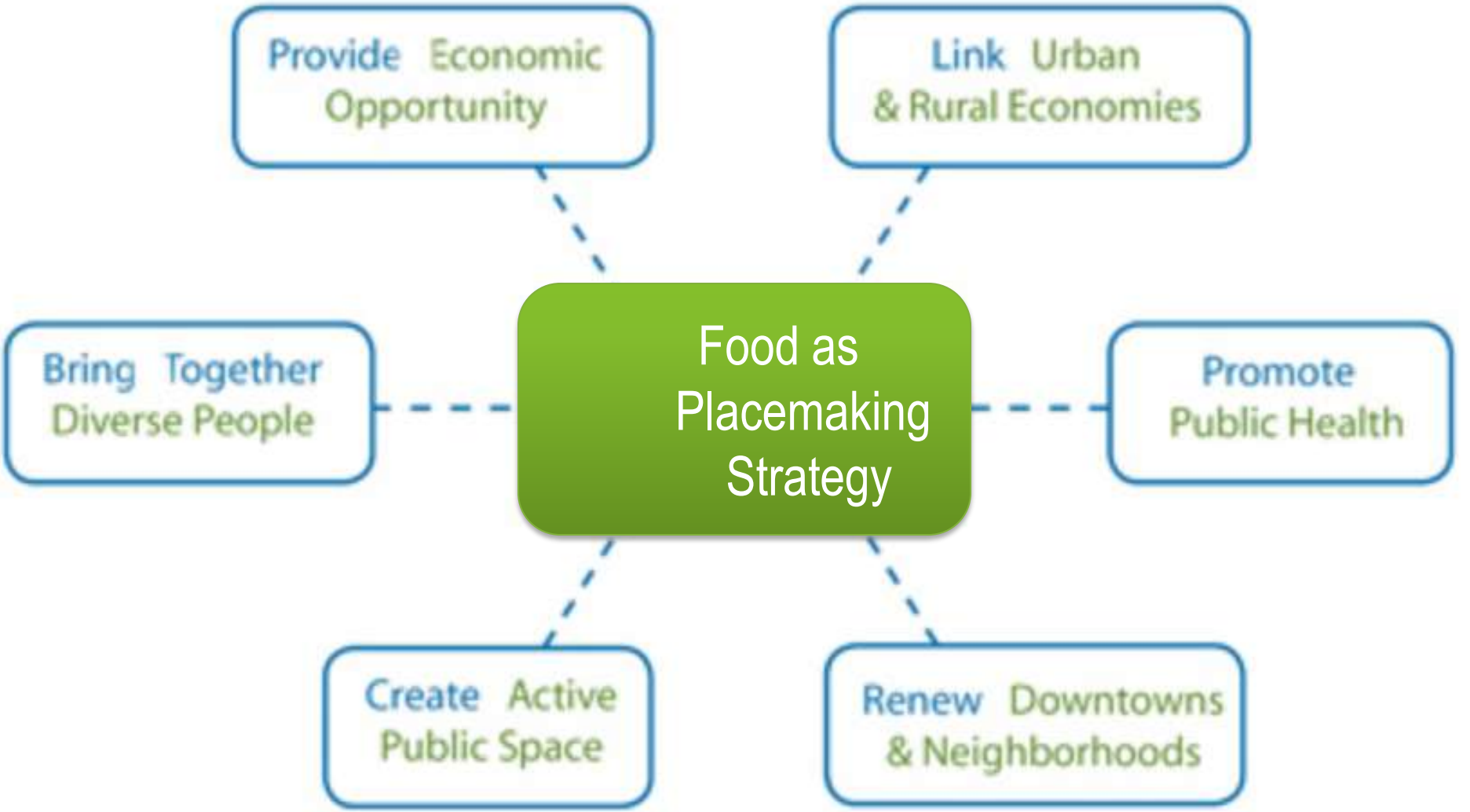
"If you want to seed a place with activity, put out food."
Source: William Whyte.

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

Source: Tom Heinicke in Portland Mercury

HOUSING DIVERSITY
SENIOR HOUSING
PUBLIC SPACE
HEALTHY
COMPLETE
NEIGHBORHOOD
GROCERY
COMMUNITY
SCHOOL
COMMUNITY GARDEN

"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

Source: Urban Living Infrastructure report, Metro, 2007.

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

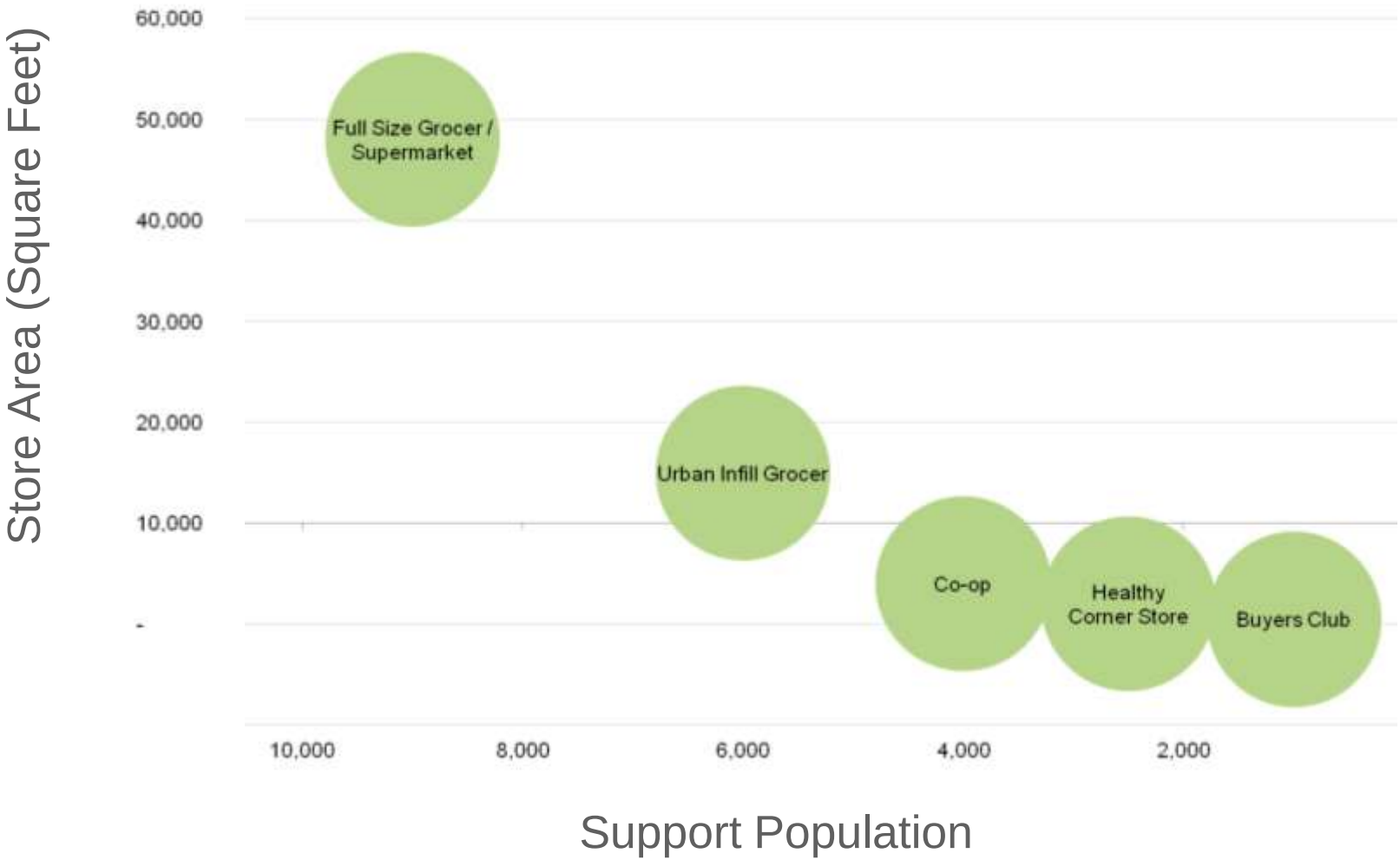
URBAN LAND INSTITUTE, 2010

- 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.”

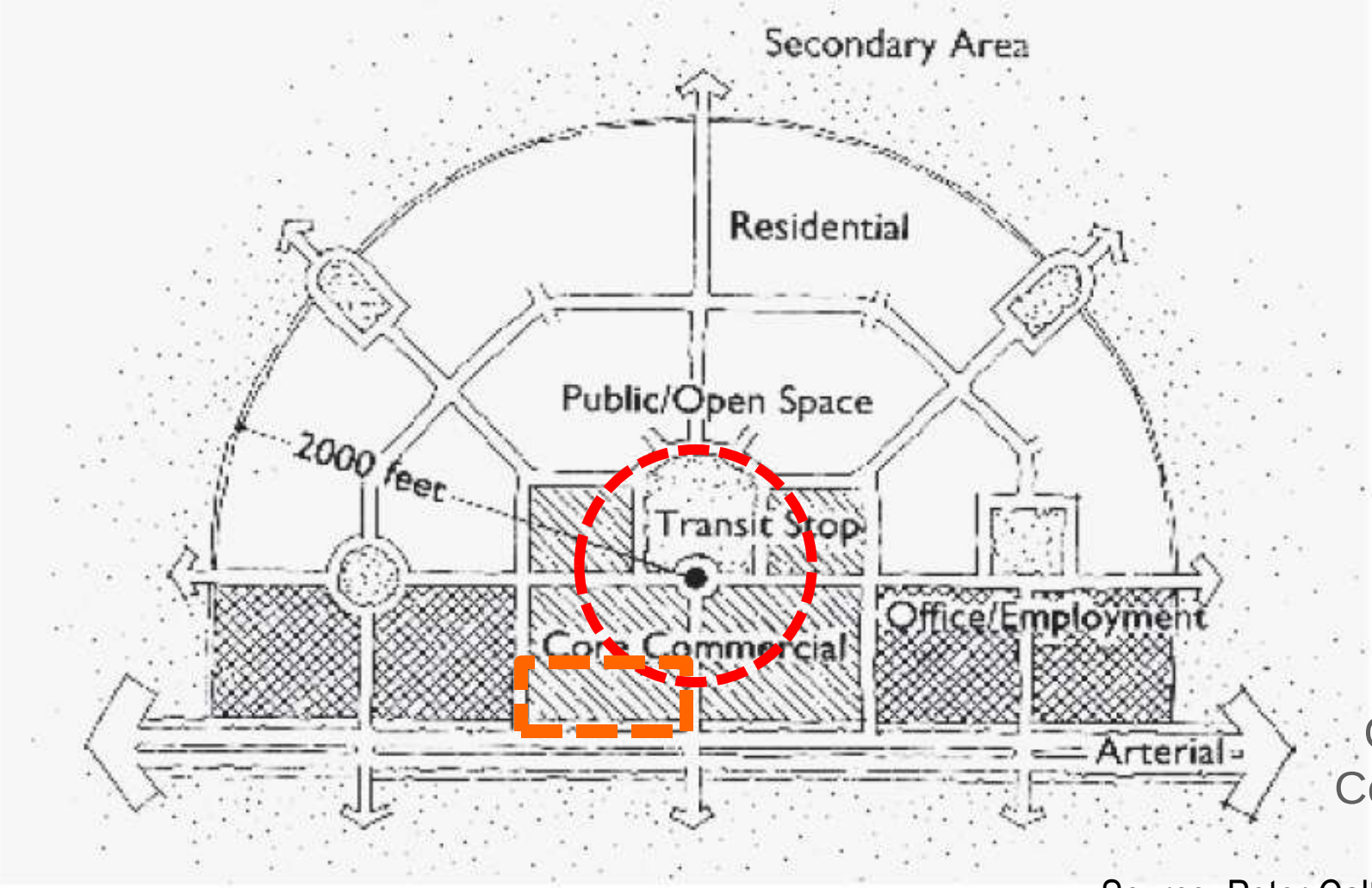
Grocer Types



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

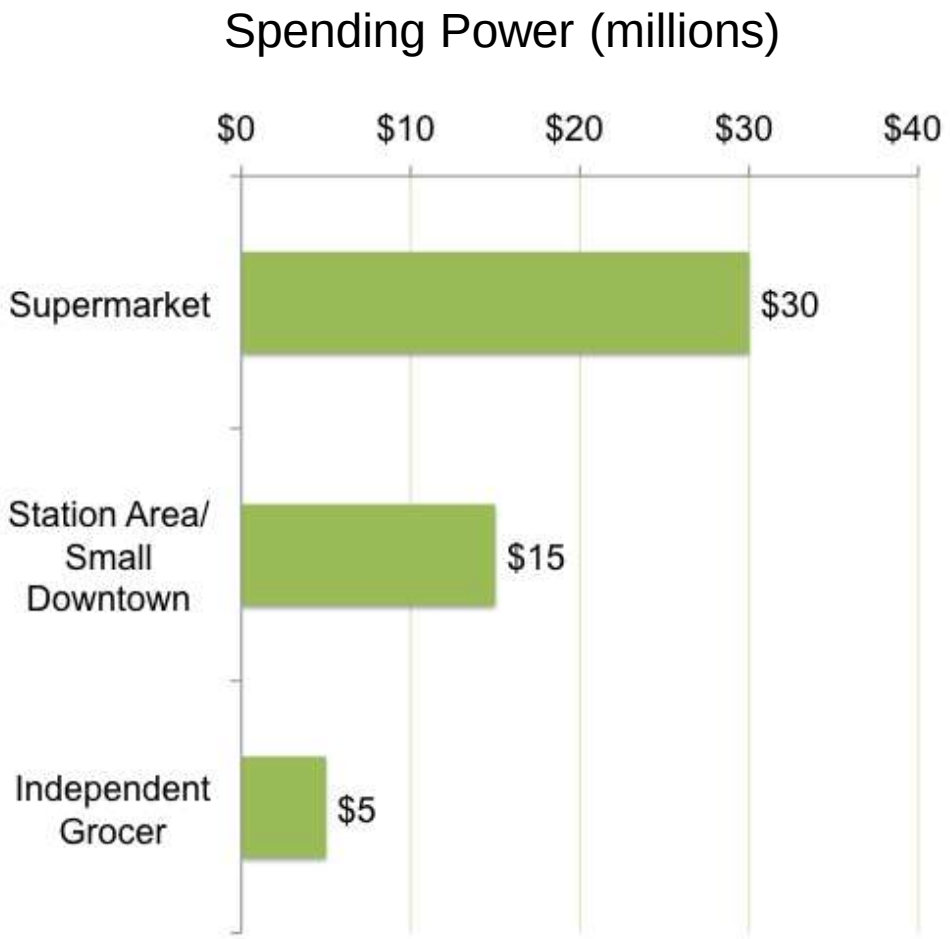
Location



City Center

Source: Peter Calthorpe, 1993.

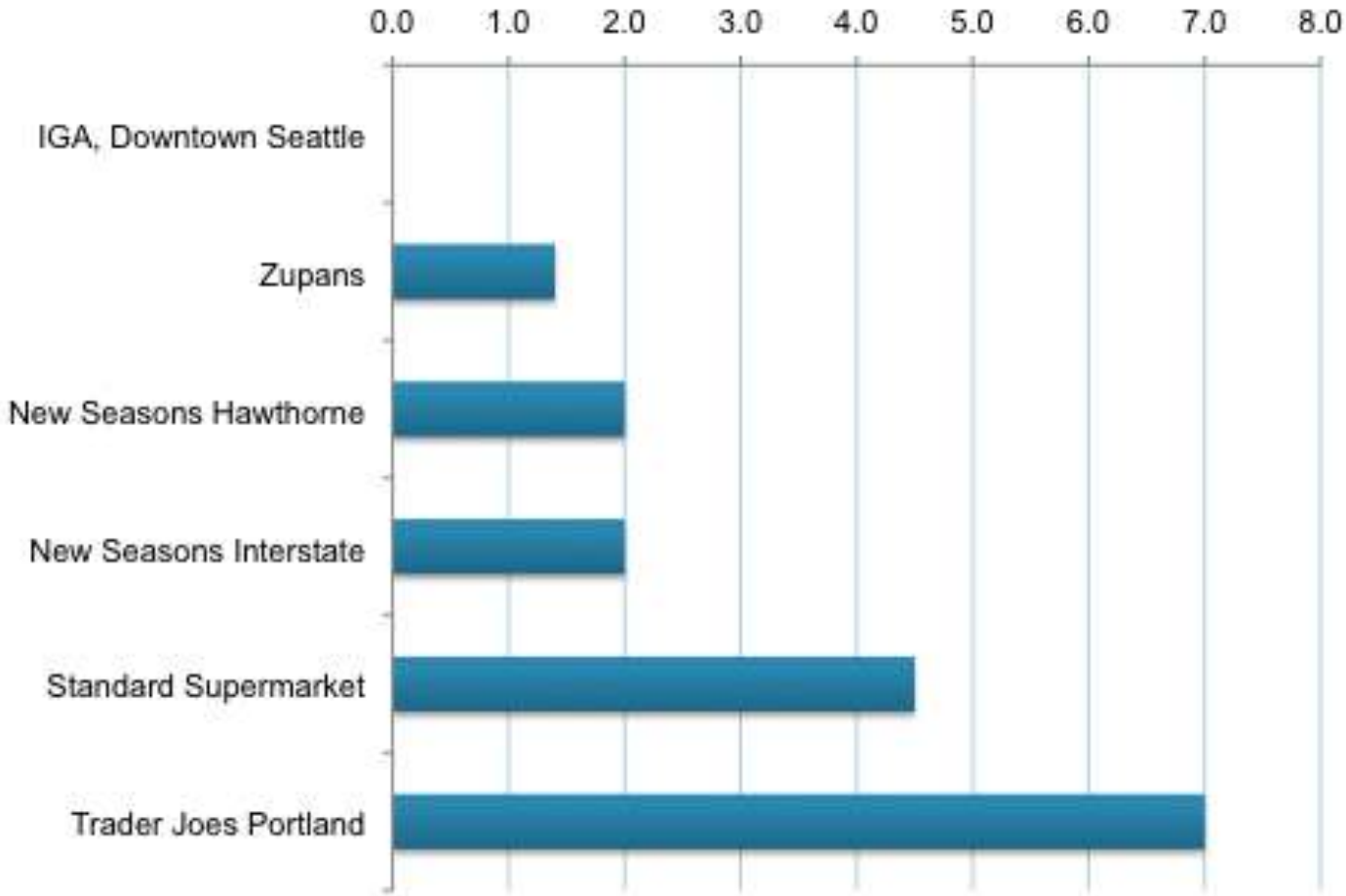
Economics in Station Areas / Town Centers



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

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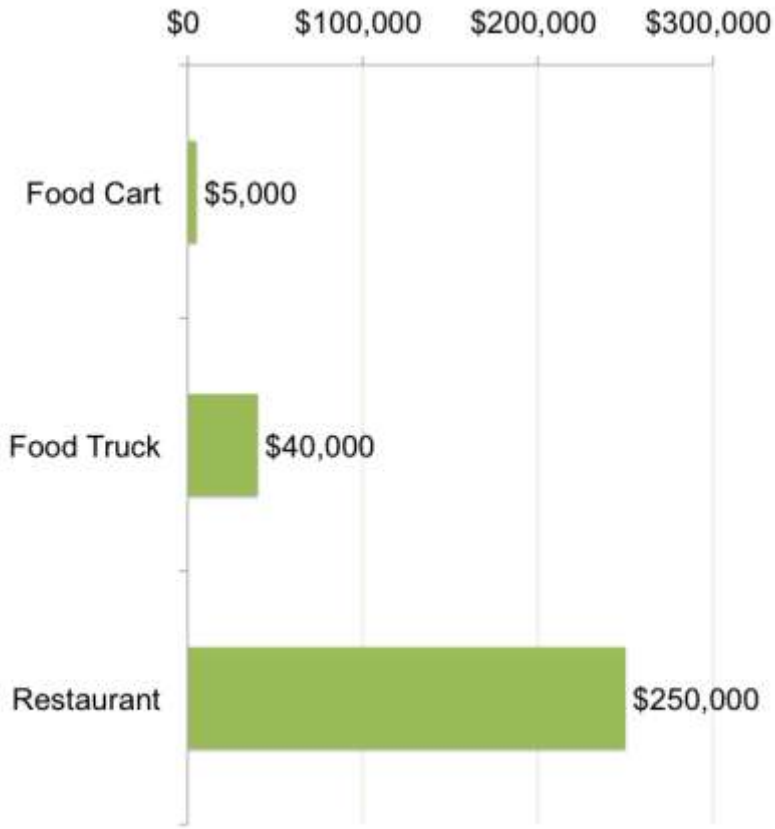
Food Carts

- 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!

Food Cart Business Model

Monthly Revenue to Lot Owner

Start Up - Hard Costs



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