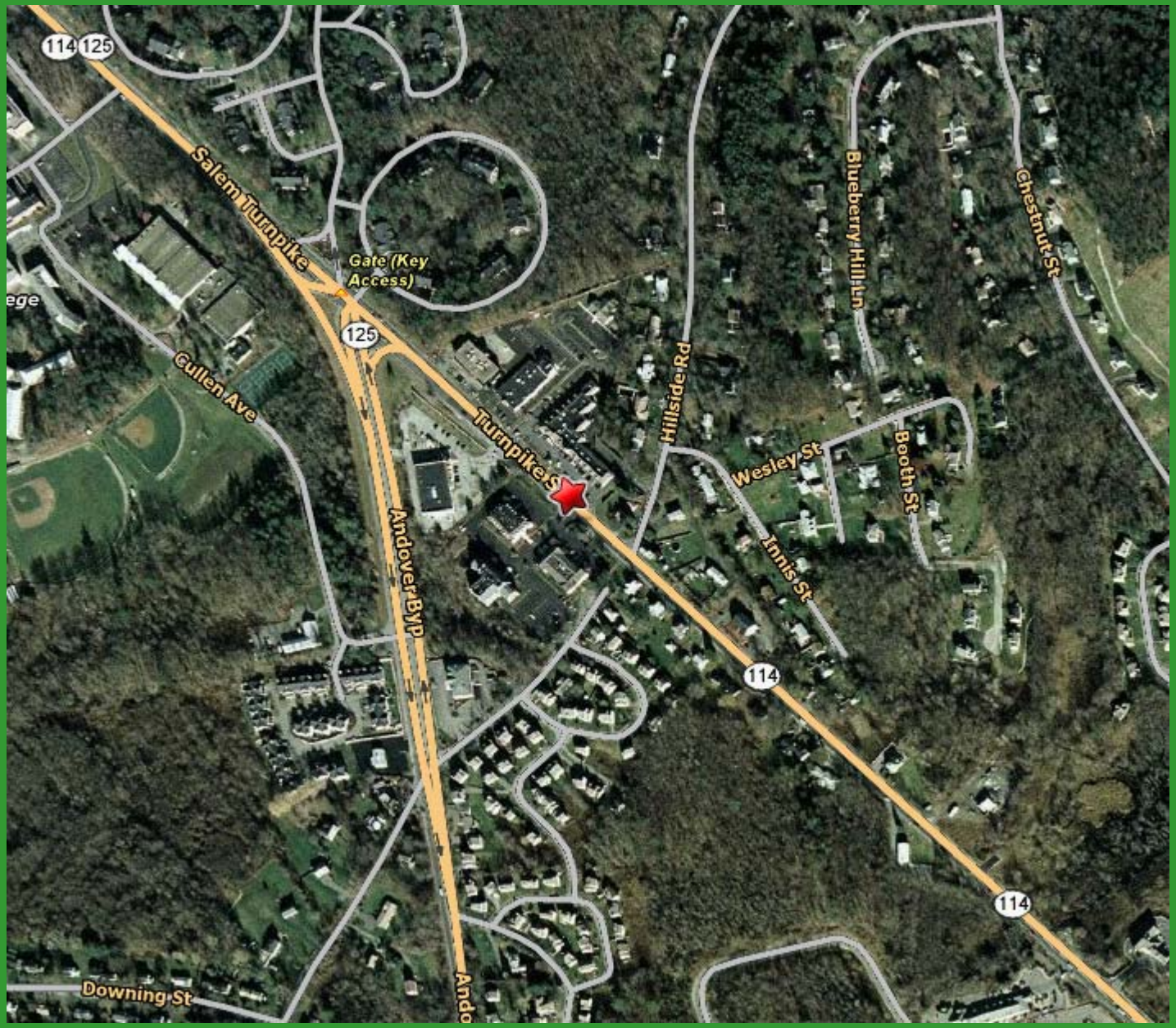
Where in North Andover could there be another Starbucks?

The Situation

Presently there is one Starbucks in North Andover. It is located in the southern part of the city on Rt 114.

There are several miles of Rt 114 and Rt 125/133 where there is ample place to built another Starbucks.


114
125
Salem Turnpike
Gate (Key Access)
125
Cullen Ave
Andover Byp
Turnpike St
Hillside Rd
Blueberry Hill Ln
Chestnut St
Wesley St
Booth St
Innis St
114
114
Downing St

My task as a consultant for Starbucks is to find the ideal spot for the new Starbucks.

Zoning guidelines

- Commercial zoning generally is two acres
- On June 4th 2007 there was an amendment and zoning on Osgood Street was reduced to one acre

Method

I created 5 layers:

-Image with town polygon

-Main highways With 50m buffer

-Block groups with total POP

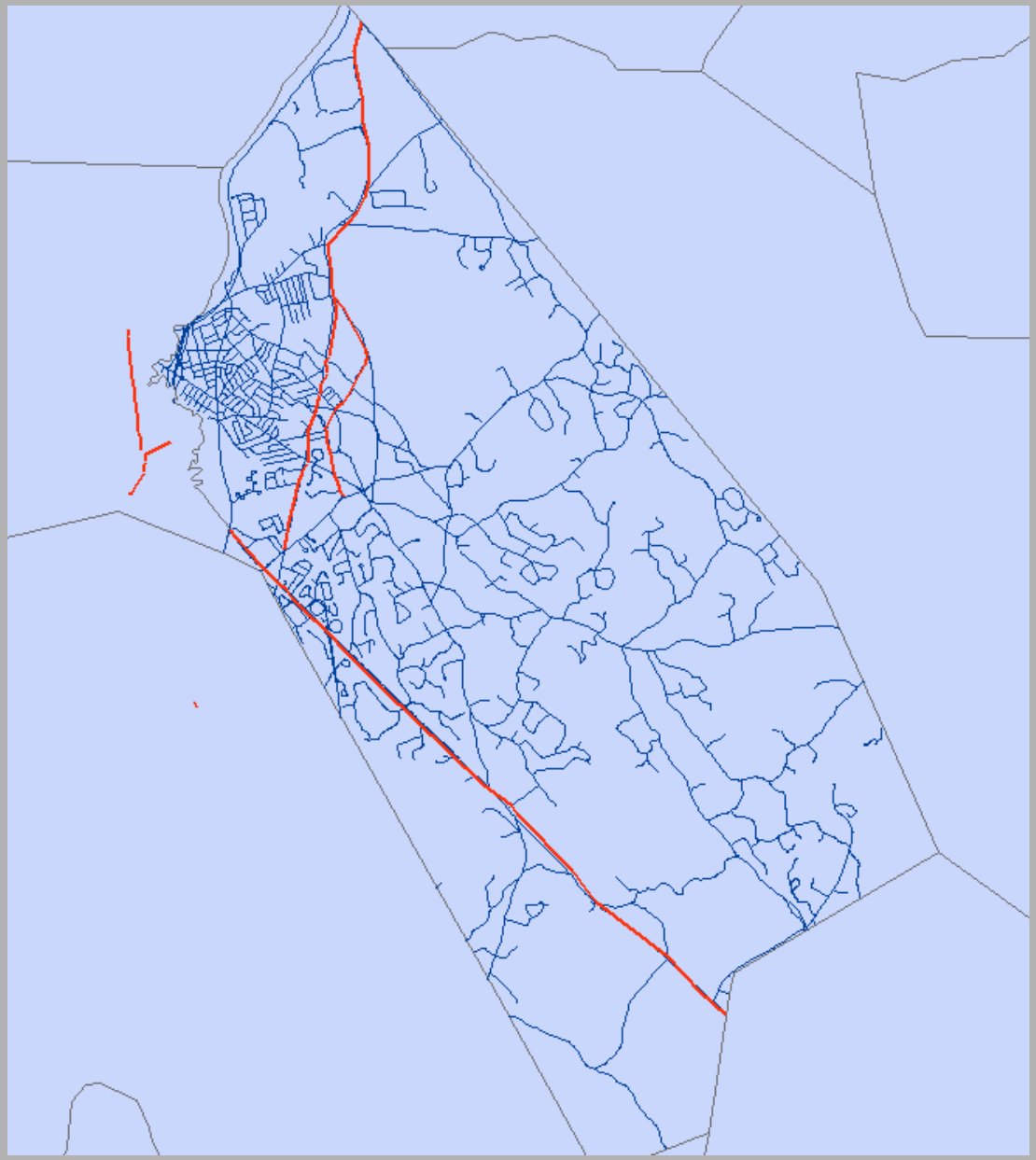
-Block groups with buffered streets

-Land use with buffered streets

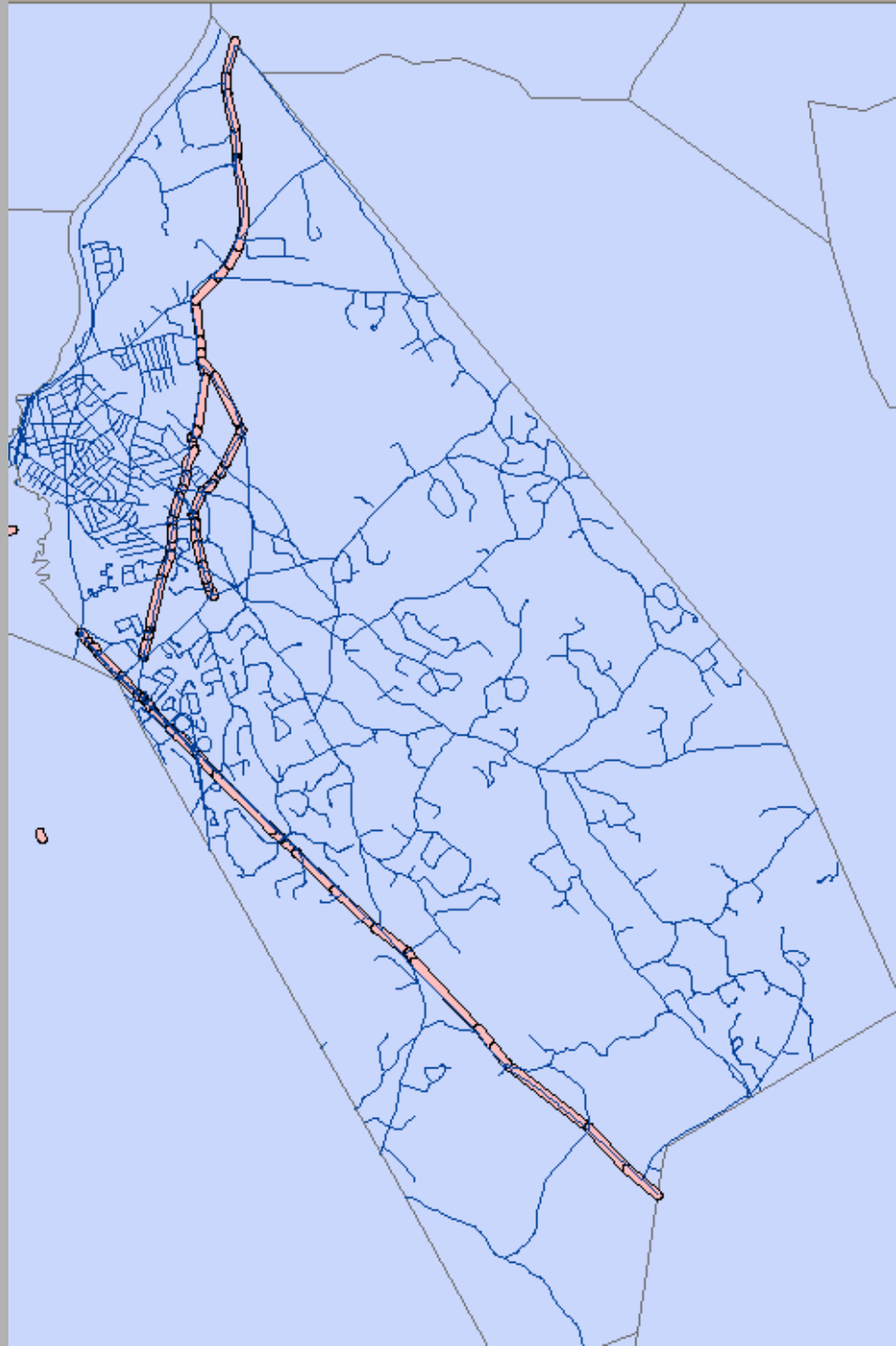
My Criteria for a new location are:

- Starbucks should be in an area with total population > 1,500
- Not more than 50 meters from one of the main highways
- Easy access

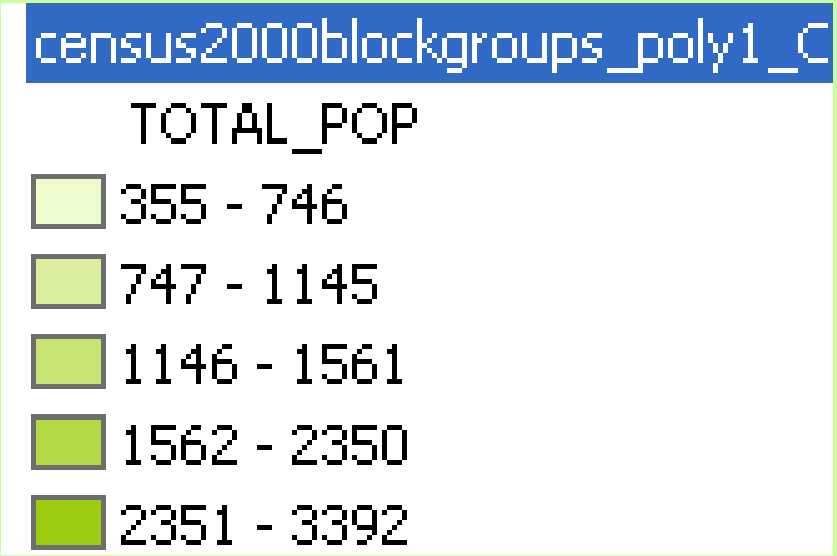
Highlighted streets are: Turnpike Rt 114, Chickering and Osgood Rt 125/133

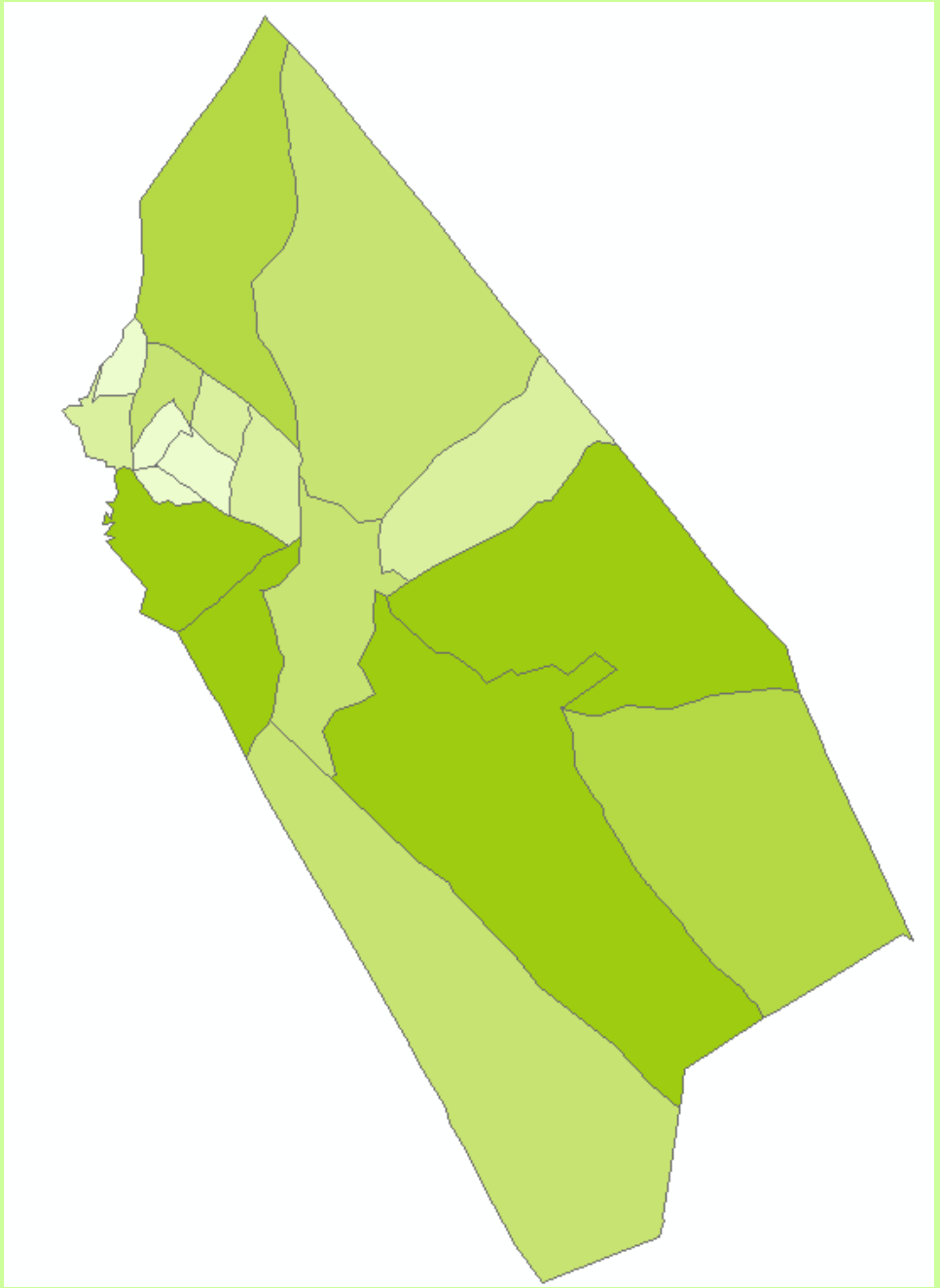


Buffer of 50 Meters around road selection

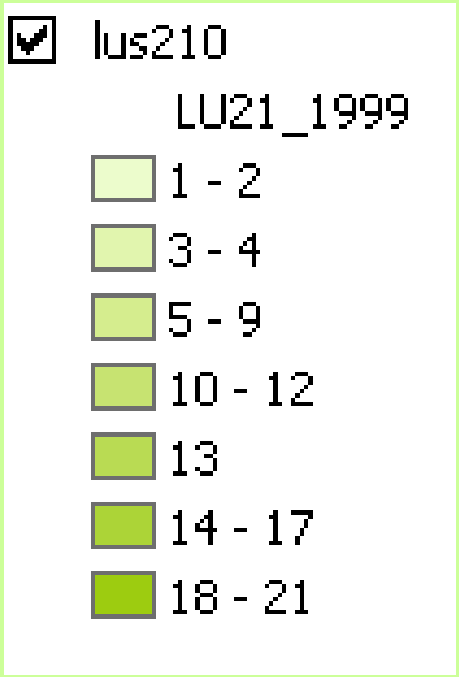


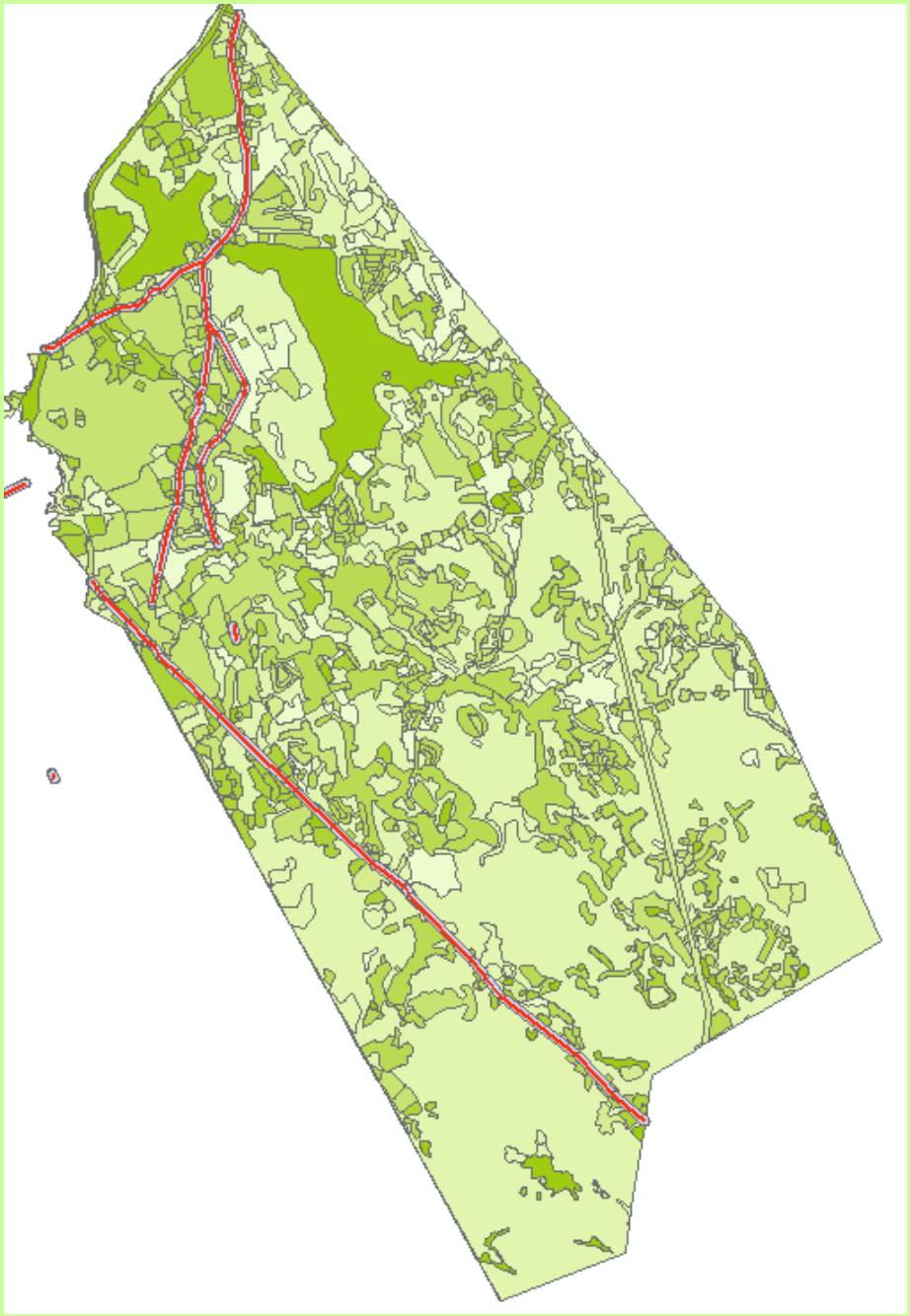
Block groups with total population per group



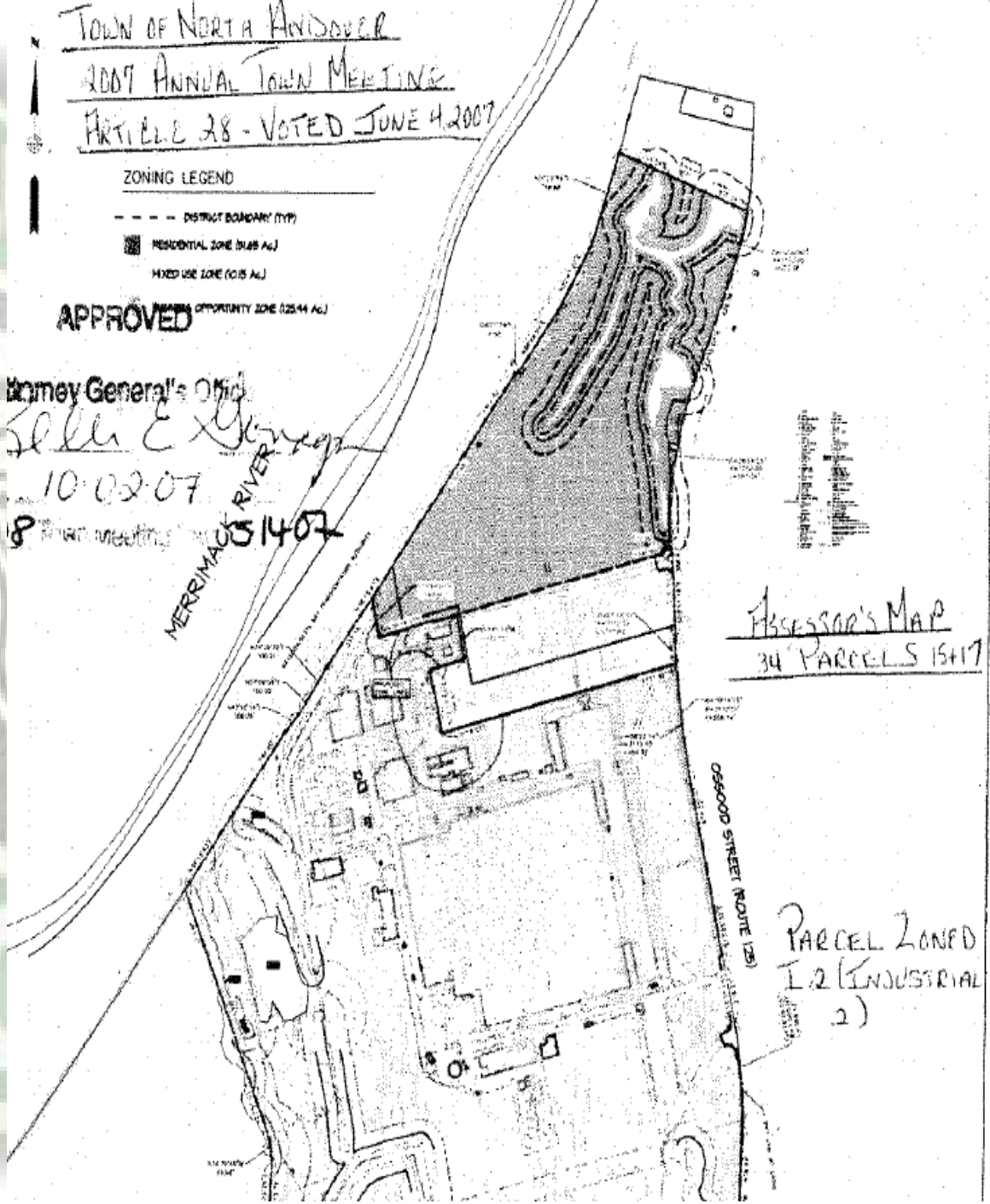


LU21_1999 categories are
5-9 open land
10-12 residential
13 commercial





The assessors map shows available parcels on Osgood Street.



Result shows that there are several suitable parcels on Osgood and Chickering.
The population there is in the range I am looking for.
It fits with the 50m buffer as well.
The zoning only requires one acre.

The zoning assistant pointed out another area. A new development on 21 High Street that is being developed as a residential/business/office complex. Two existing 200+ condominiums border the property.

Recommendations

- Geocode the existing Starbucks
- Geocode 21 High Street to see if it would fit the criteria.
- Isolate the specific land use categories to show the available parcels.

Citations

- MassGIS
- MapQuest
- Starbuck Store locator
- North Andover Zoning Assistant Michel Glennon

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