

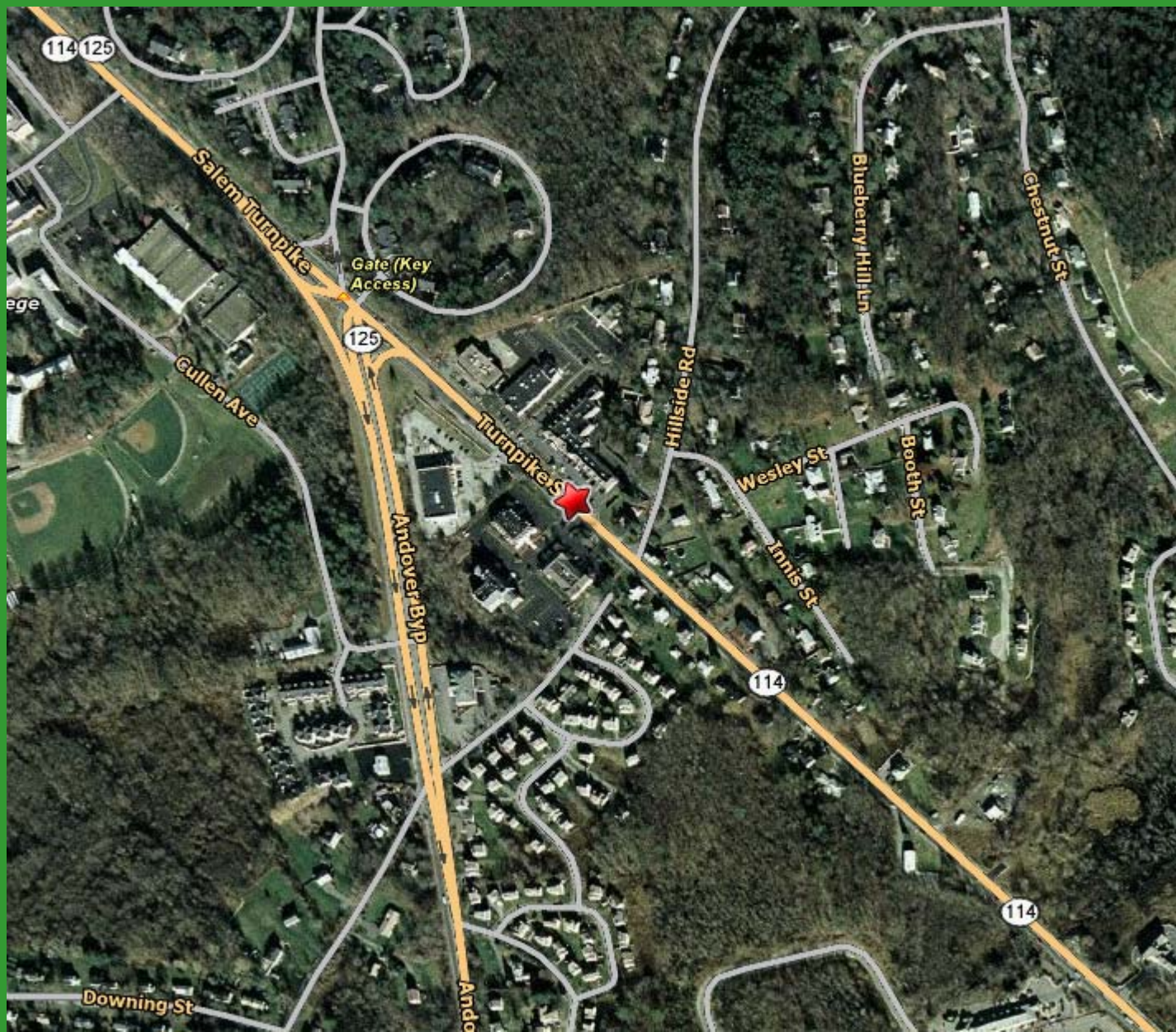
**Where in North Andover  
could there be another  
Starbucks?**



# 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.





The background of the slide features a large, semi-transparent Starbucks logo on the left side. The logo is green with a white mermaid (Siren) in the center and the words "STARBUCKS" and "COFFEE" around the perimeter. To the right of the logo, there is a blurred photograph of a city street scene with buildings and trees.

**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 4<sup>th</sup> 2007 there was an amendment and zoning on Osgood Street was reduced to one acre**



# Method



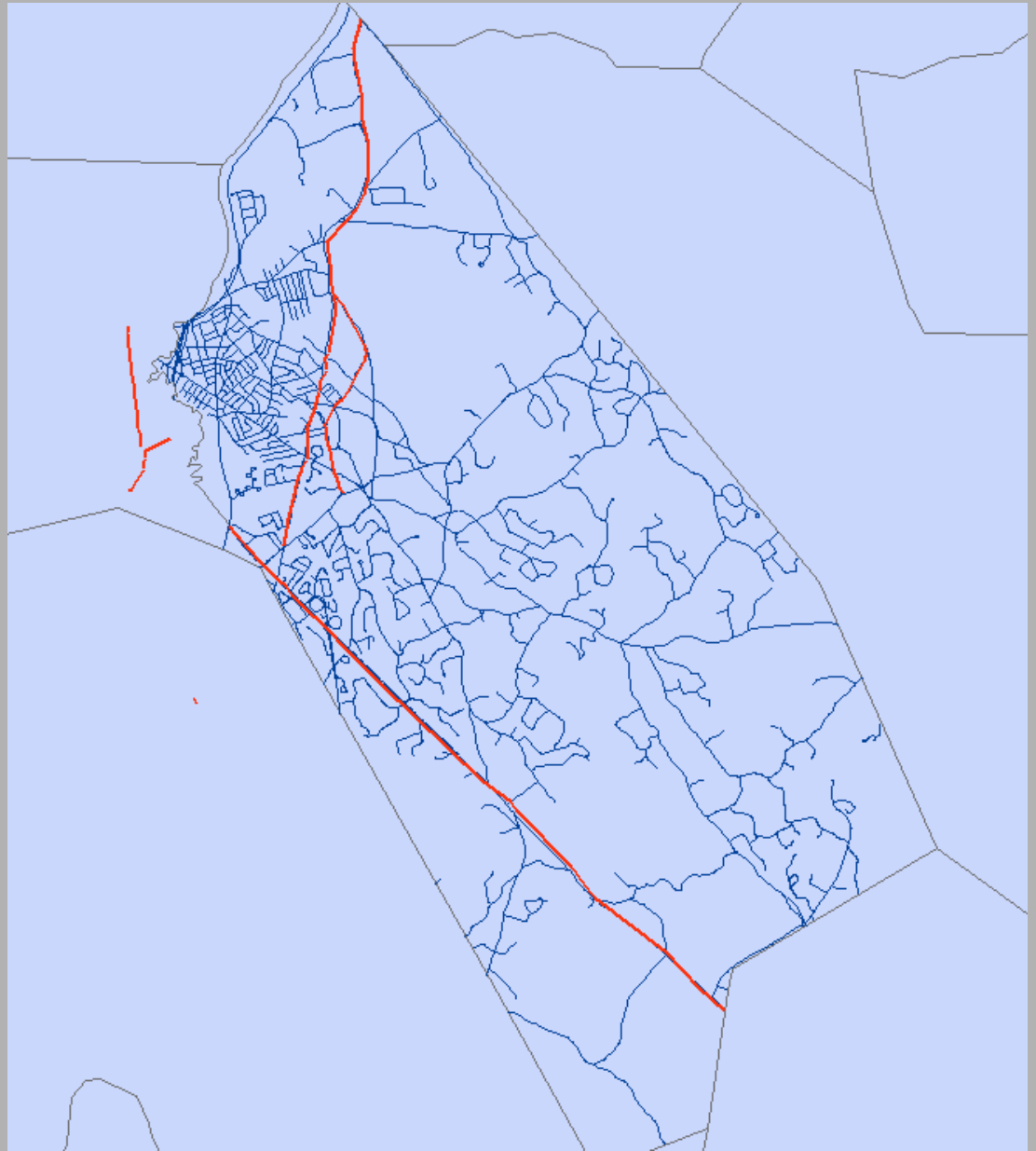
**I created 5 layers:**

- 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:**

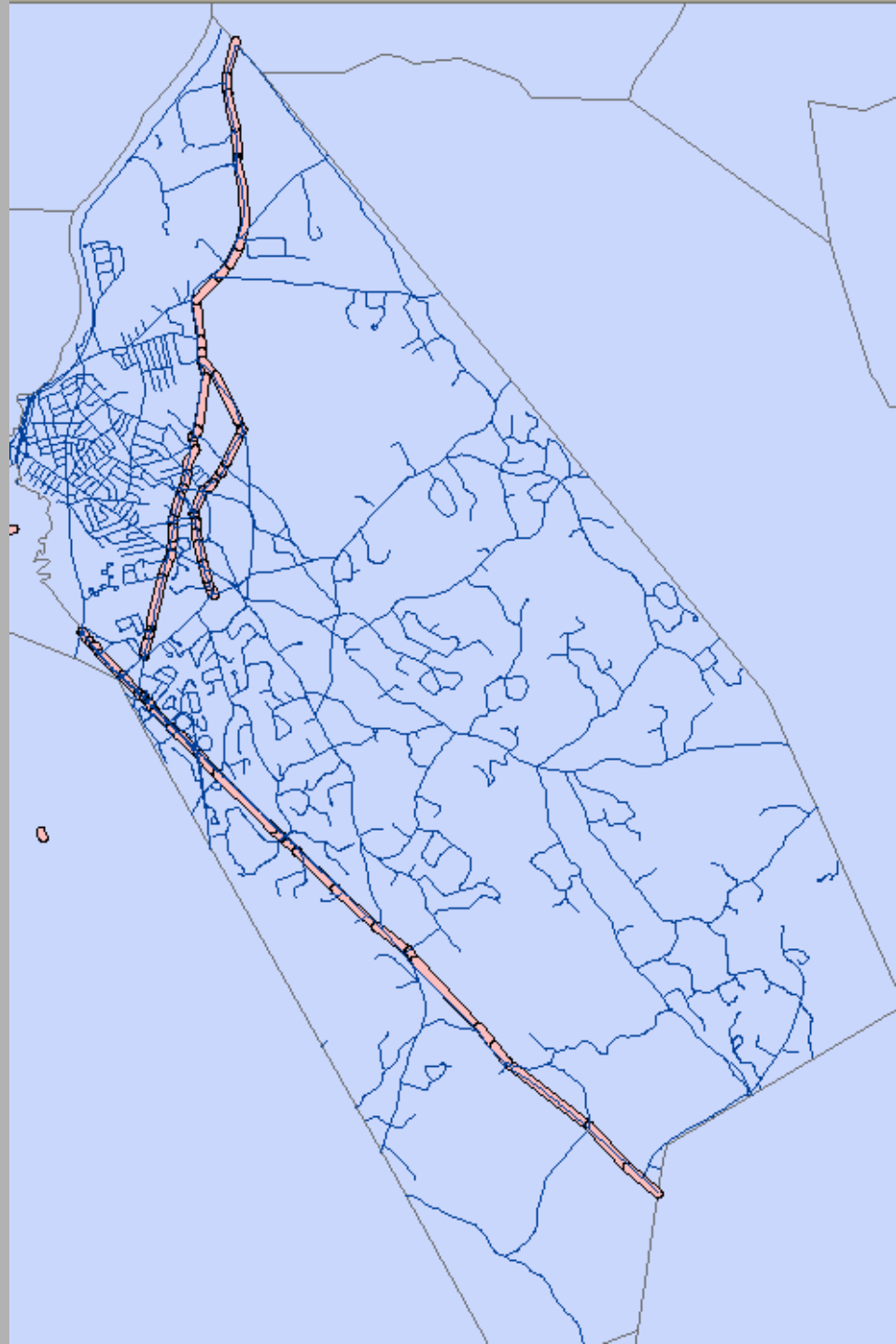
- Starbucks should be in an area with total population > 1,500
- Not more than 50 meters from one of the main highways
- Easy access

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





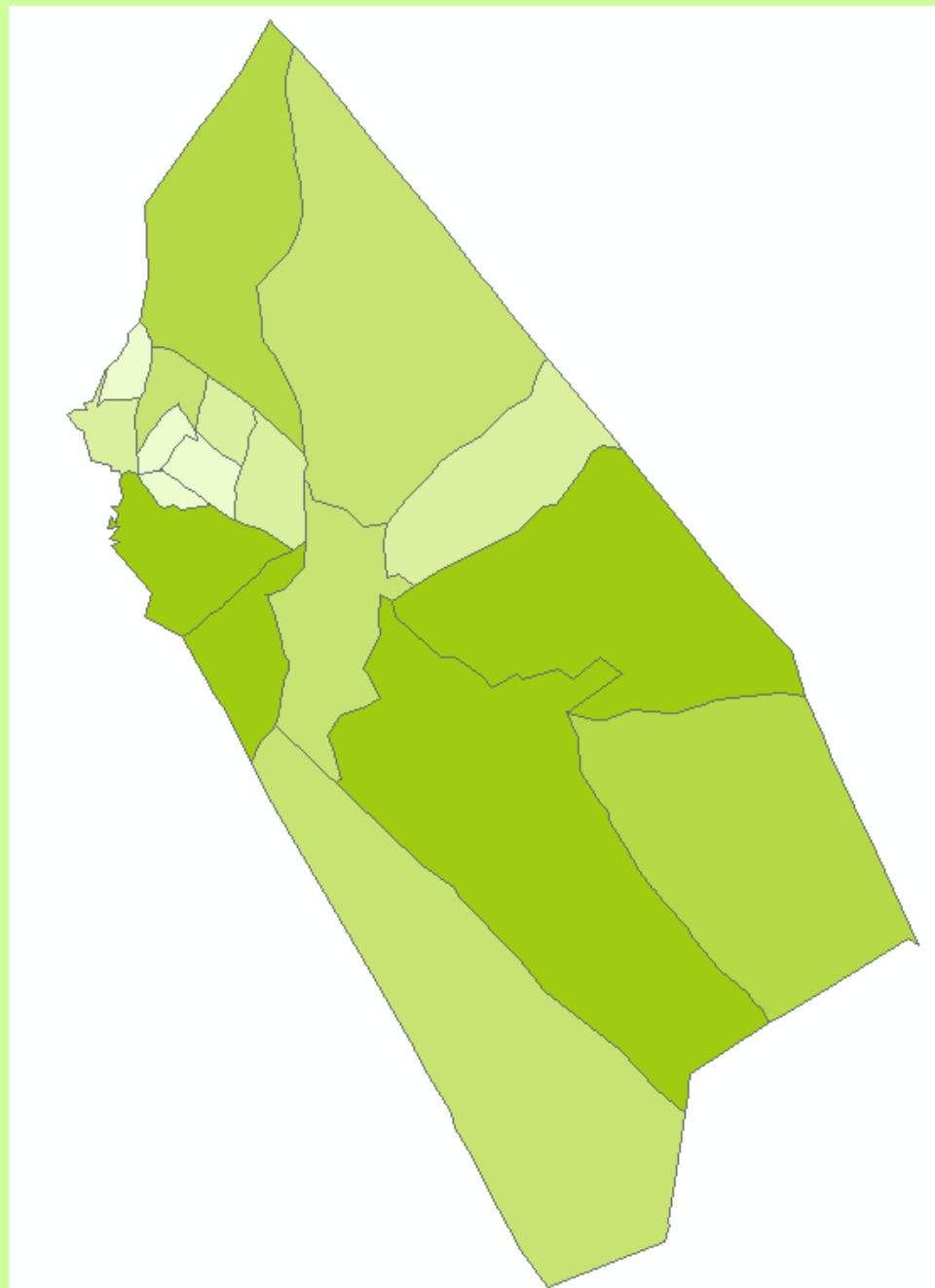
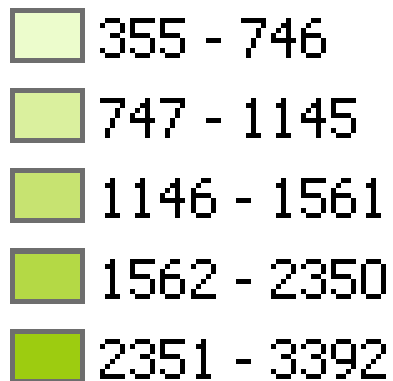
Buffer of 50  
Meters  
around road  
selection



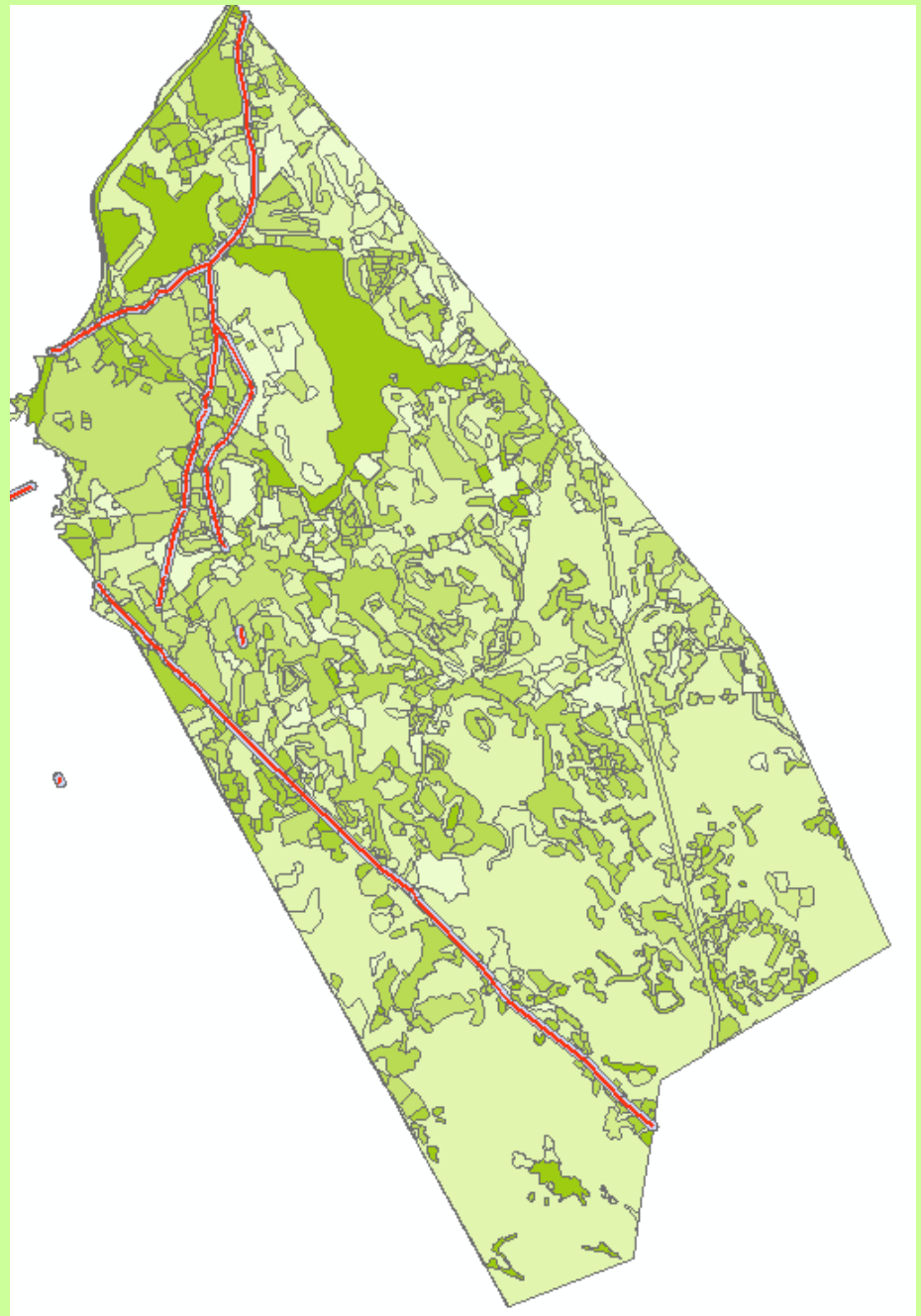
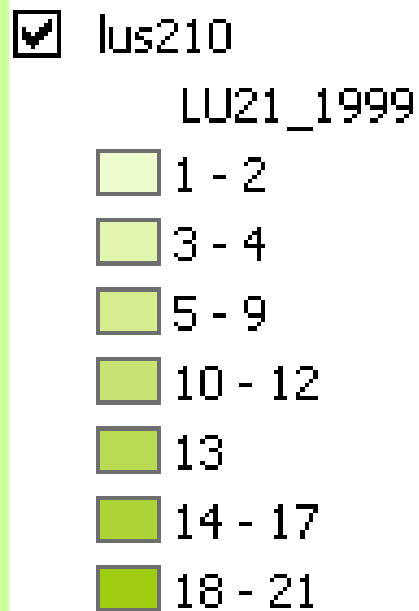
# Block groups with total population per group

census2000blockgroups\_poly1\_C

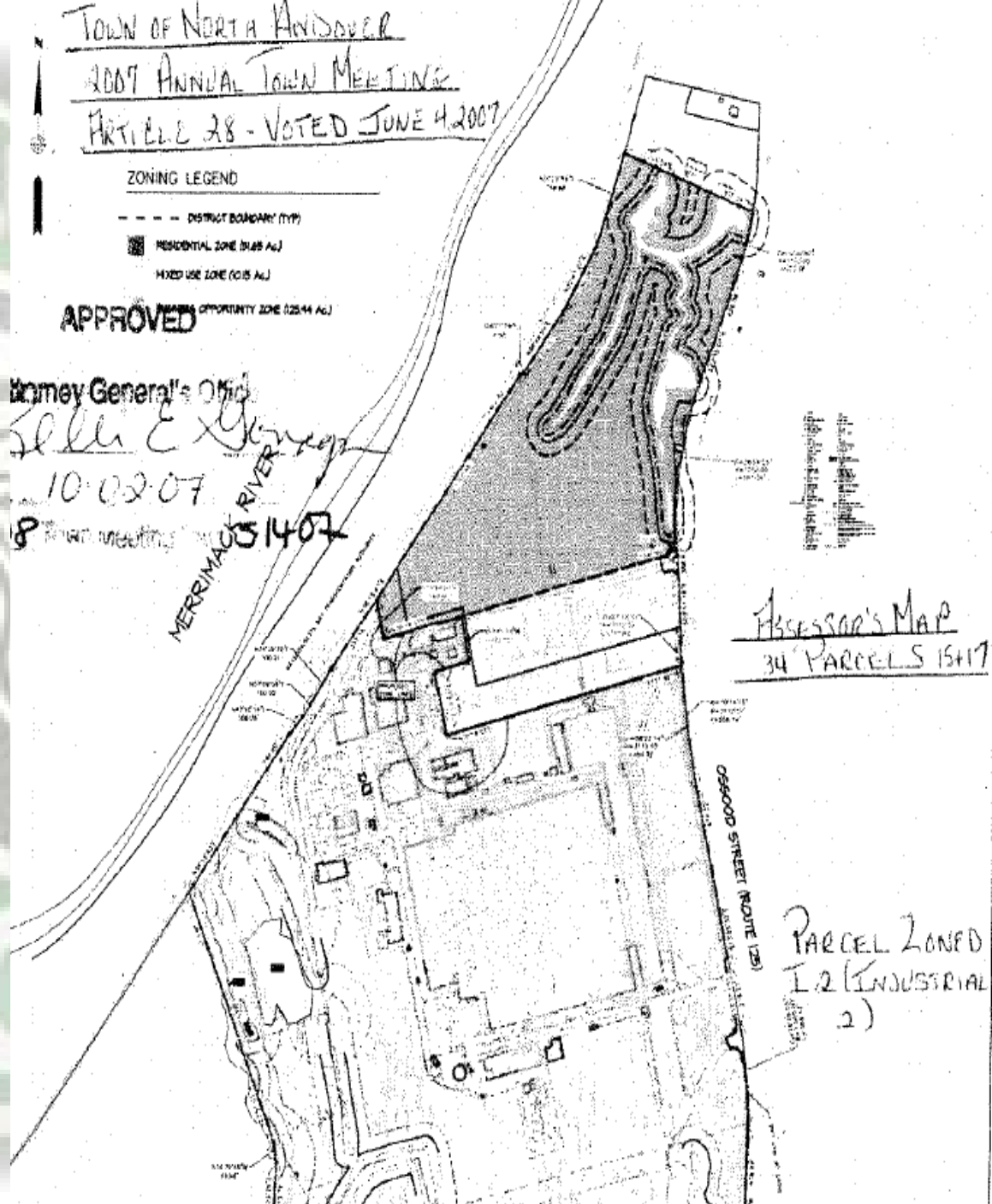
TOTAL\_POP



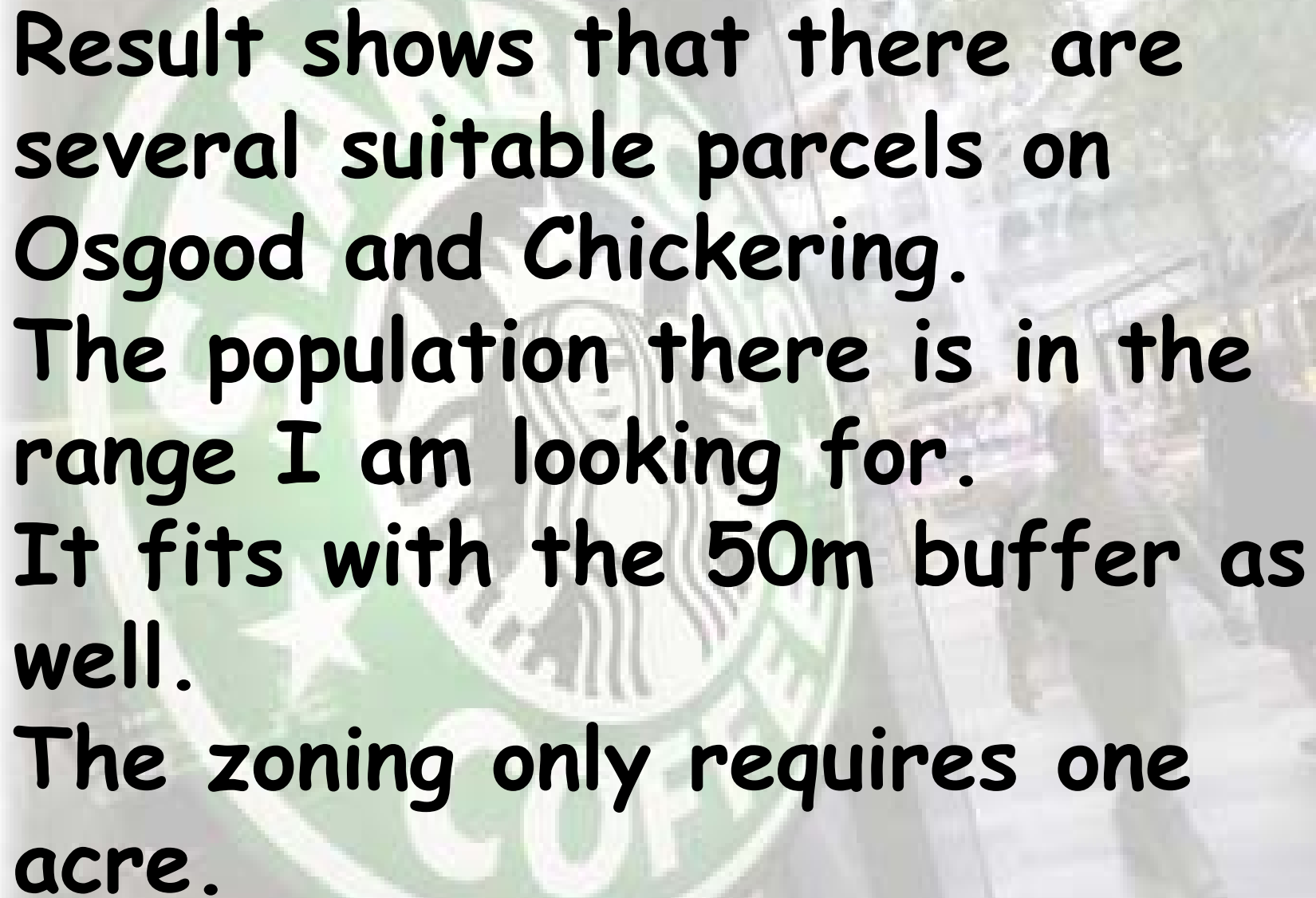
LU21\_1999 categories are  
5-9 open land  
10-12 residential  
13 commercial



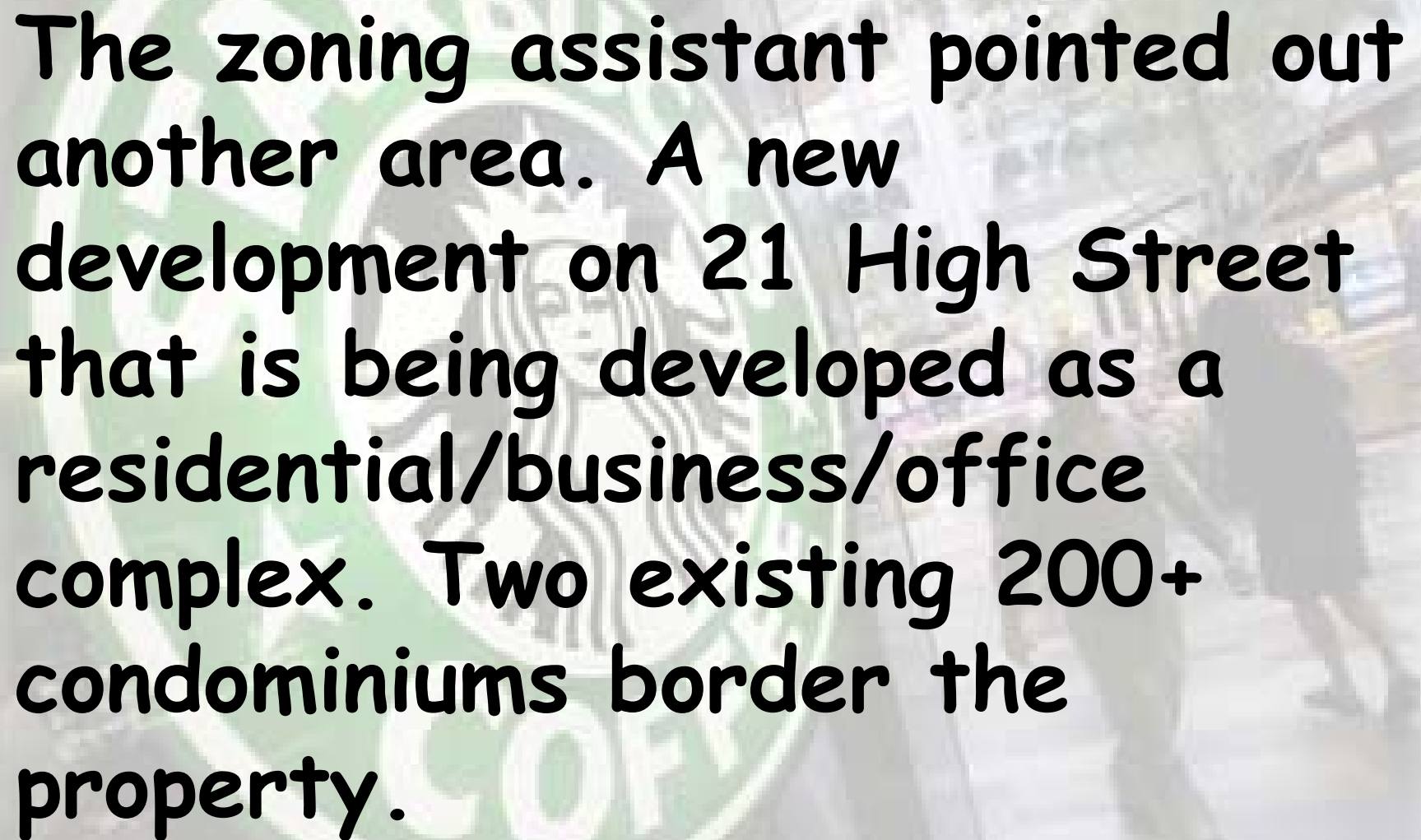
The assessors map shows available parcels on Osgood Street.







**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 background of the slide features a blurred photograph of a city street scene. A large, semi-transparent green circular logo is overlaid on the left side of the image. The logo contains the word 'BRITAIN' at the top and 'COFF' at the bottom, with a central emblem that is partially obscured. The text on the slide is in a bold, black, sans-serif font.

**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**



The background of the slide is a faded image. On the left, a large Starbucks logo is visible, featuring the word "STARBUCKS" in a green circle with a white mermaid (Siren) in the center. To the right of the logo, there is a blurred photograph of a city street scene with buildings and trees. In the foreground of this scene, two people are walking away from the camera. Overlaid on this background is the following text in a bold, black, sans-serif font:

**Created by  
Annette Conklin  
Professor Marcos Luna  
GGR 903  
Fall 2007**