

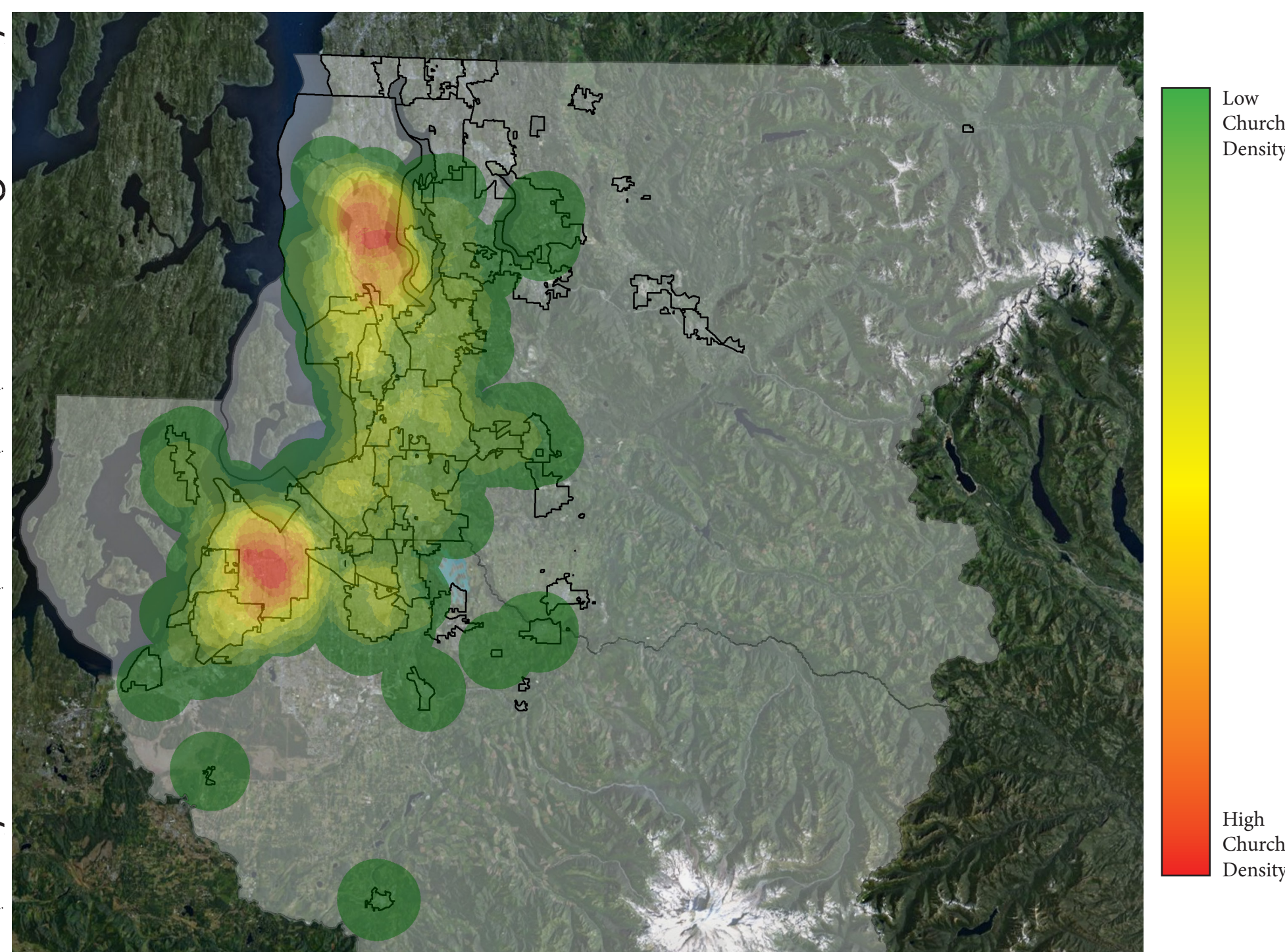
# Locational Analysis for Church Planting in Pierce and King County

## Purpose and Objectives

The purpose of this project was to identify the top four hypothetical locations for a second campus of the Fife-based church New Horizon Christian Center (NHCC). Central to the vision of this church is actively serving in the community and meeting the needs of those around them, but one location can only affect positive change within a certain area before seeking to expand. Therefore a second campus would open up the ability to provide services and support to an even wider range of people across a much broader area of influence. This project was based on two primary research questions. First (1), what are the primary areas which people come from to attend NHCC and what areas are not being reached? Why are there no members from these areas (i.e. other churches in the area)? Second (2), what is the optimal location for a second campus of NHCC based on the locational analysis performed in question 1?

### Criteria #1

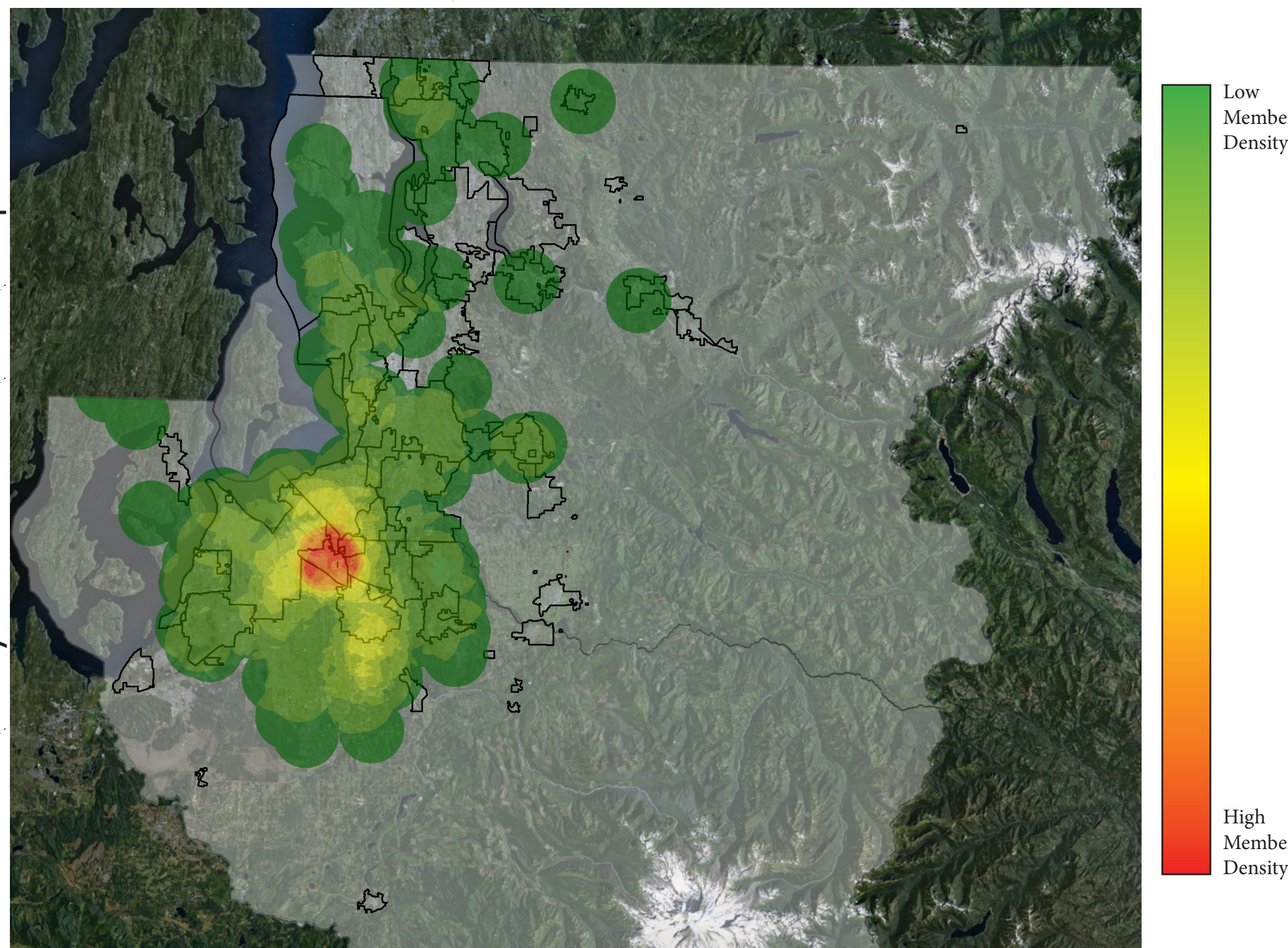
Density of Churches in Pierce and King County



To begin with, a database was assembled of churches within the boundaries of cities in both Pierce and King Counties. The analysis was limited to churches within cities because throughout the literature it was noted that church plants in urban areas tend to have a greater impact upon the community surrounding them than their rural counterparts. Because while there is little reason to place a new church in an area that has an extremely high density of churches already, it is also good to have some nearby churches as a support in the community and for networking. This formed the first criteria for site selection: medium to low church density.

### Criteria #2

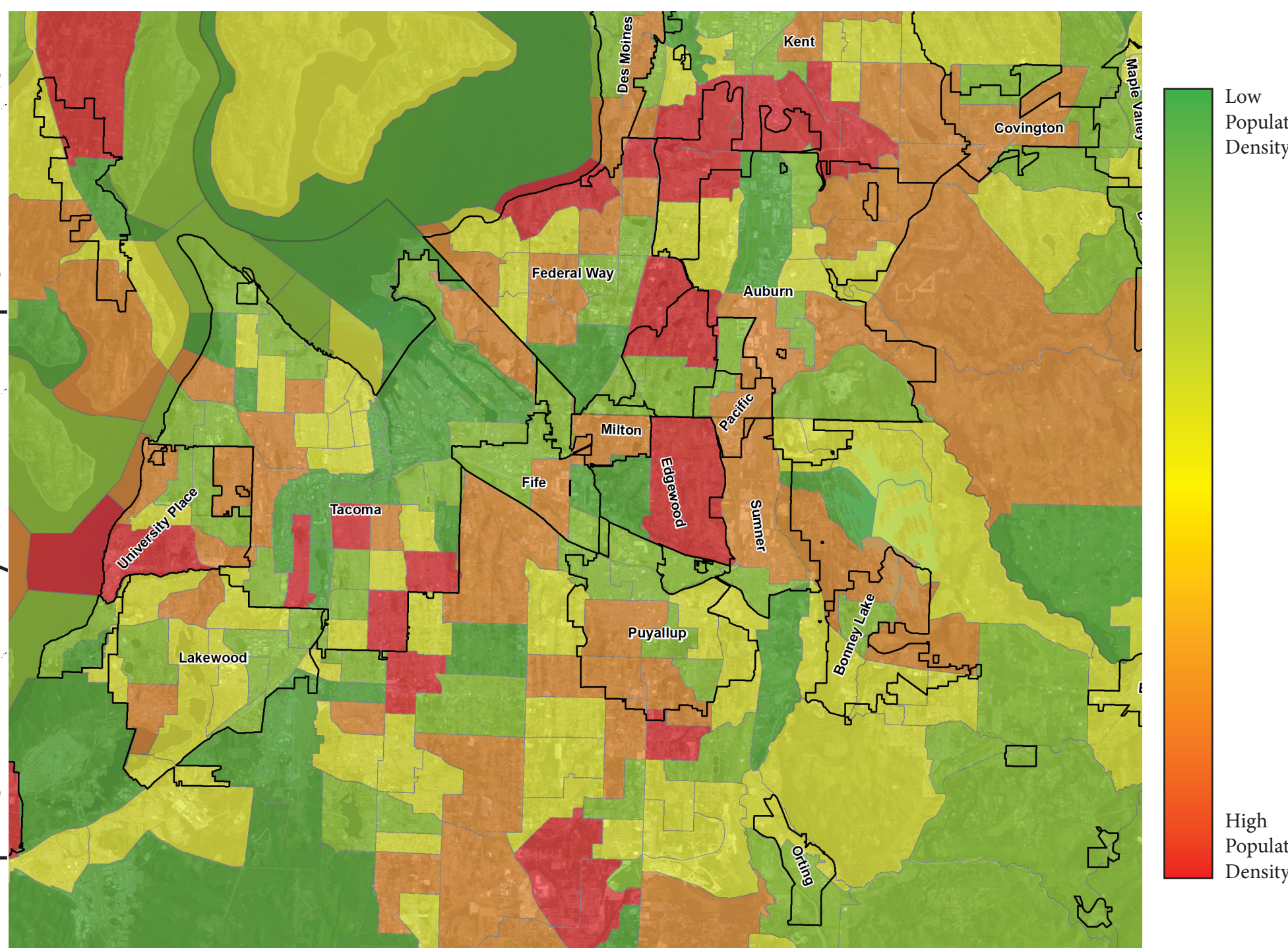
Density of NHCC Membership



This raster was created using a database provided by NHCC of their active membership over the past year. After formatting the data, it was geocoded and a point density raster was created. This raster shows the membership density for NHCC's current location. For a church plant to thrive it is often best to have a small group of the parent church's membership which will transition to the new church plant to help it start up. This created the second criteria for site selection: medium to medium-low membership density.

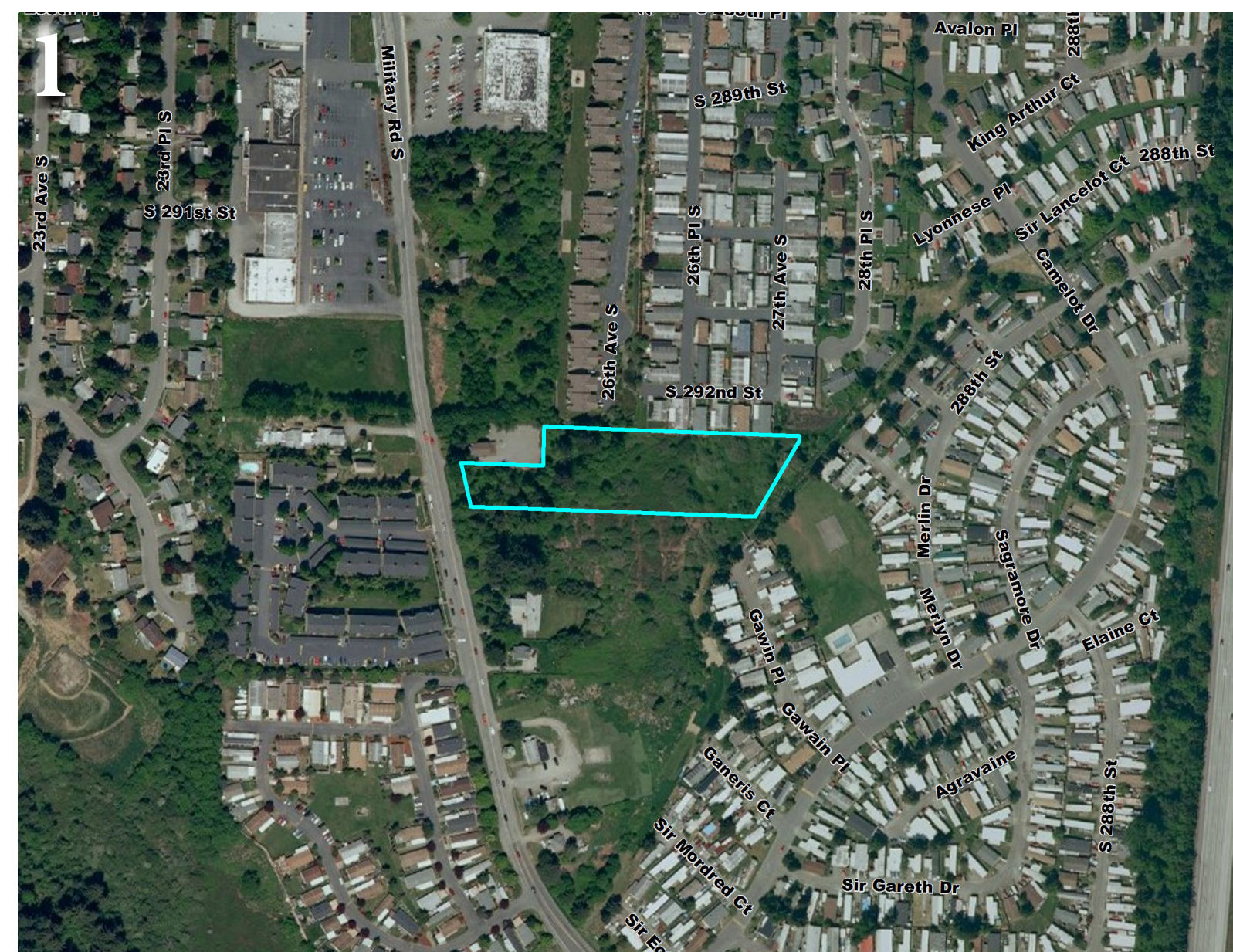
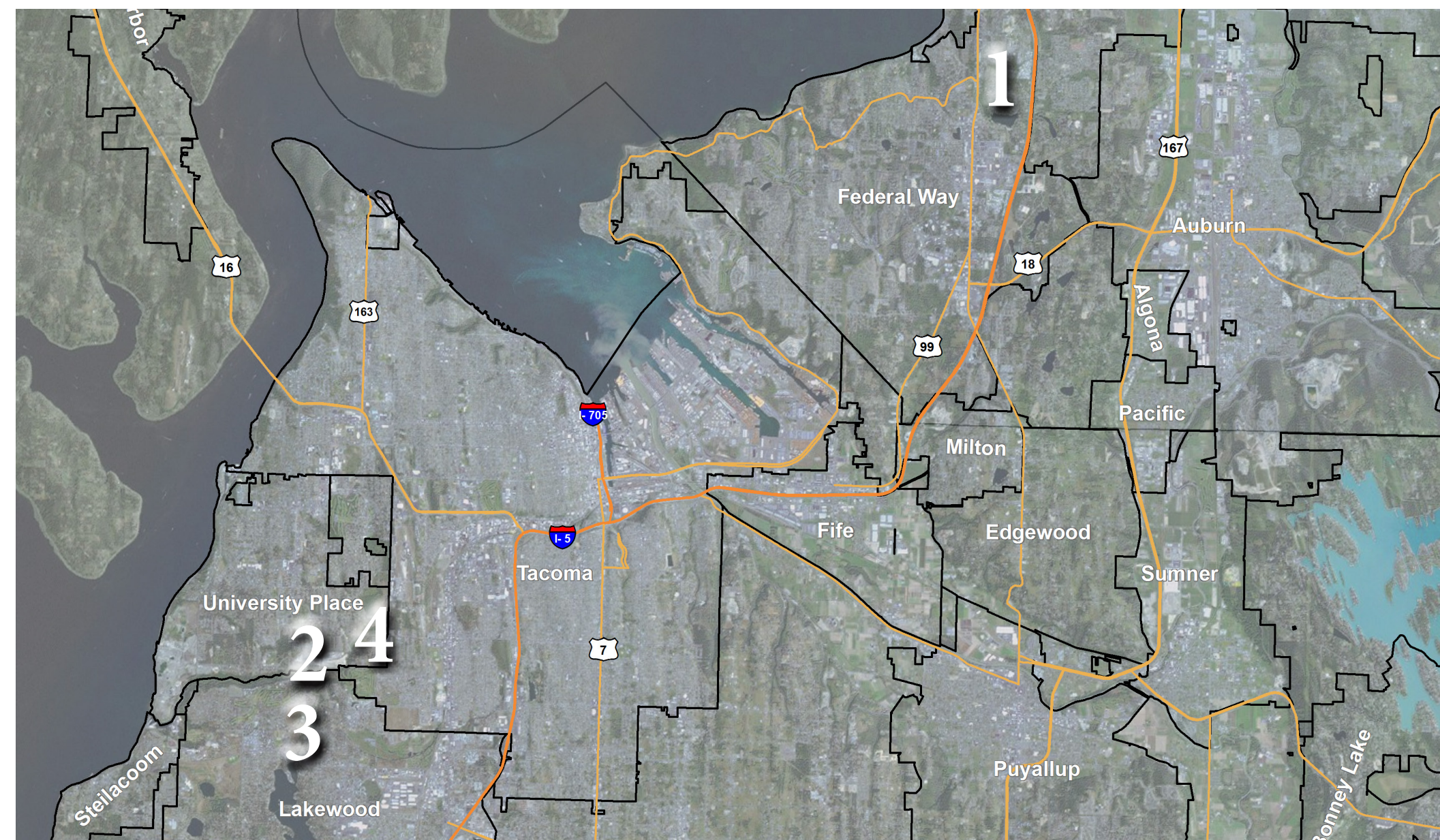
### Further Criteria

Population Density of Prime Expansion Area

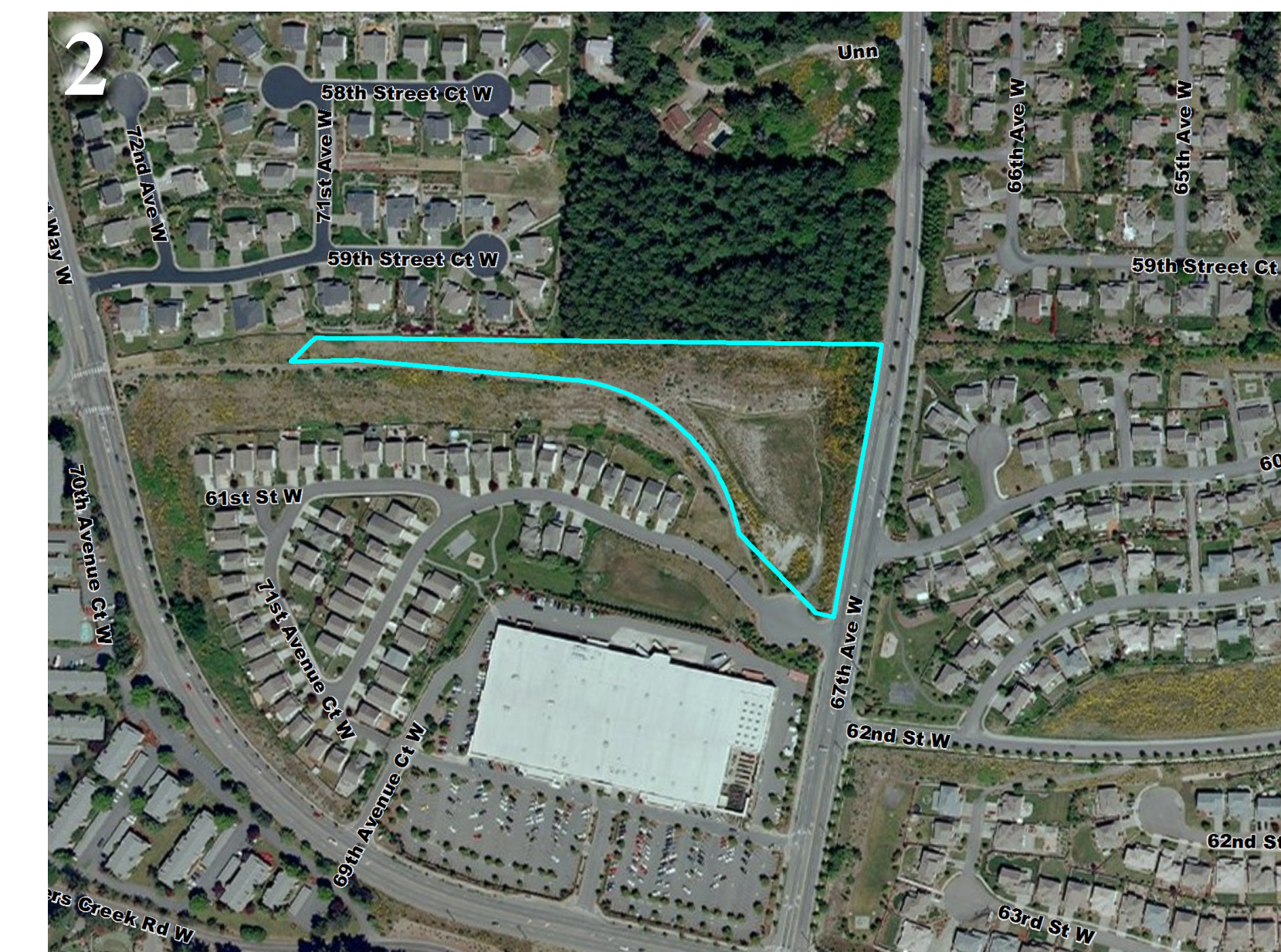


After review of the density rasters above, it was determined that the extent of the parcel analysis would be what is seen in this image. Several other overlays were created for this area at the tract group scale such as total population (shown here), median income, and the population of children and youth. The third major criteria was that the location would be within or directly around high population density census tracts, favoring those with a high number of youth.

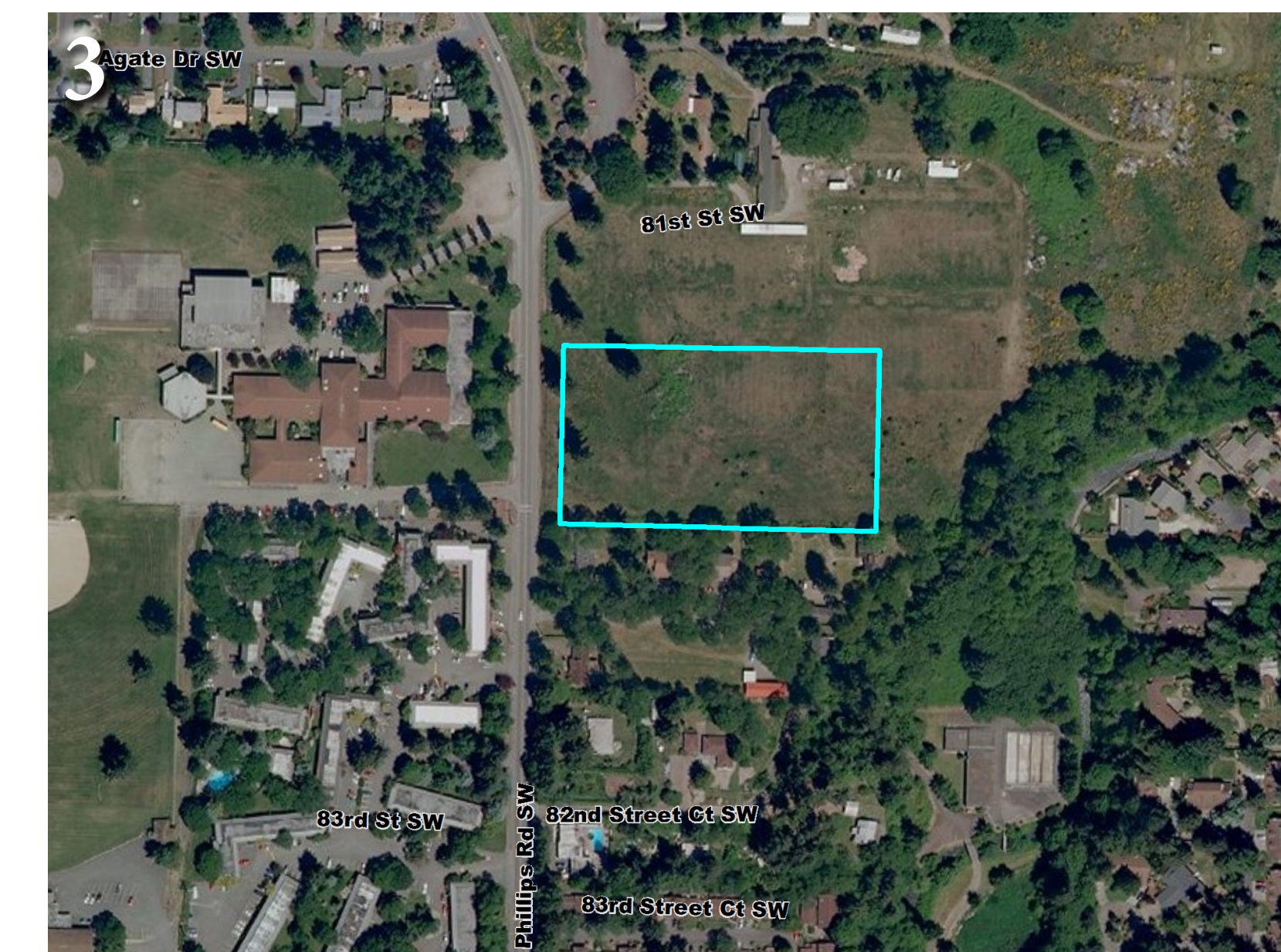
## Suggested Parcels



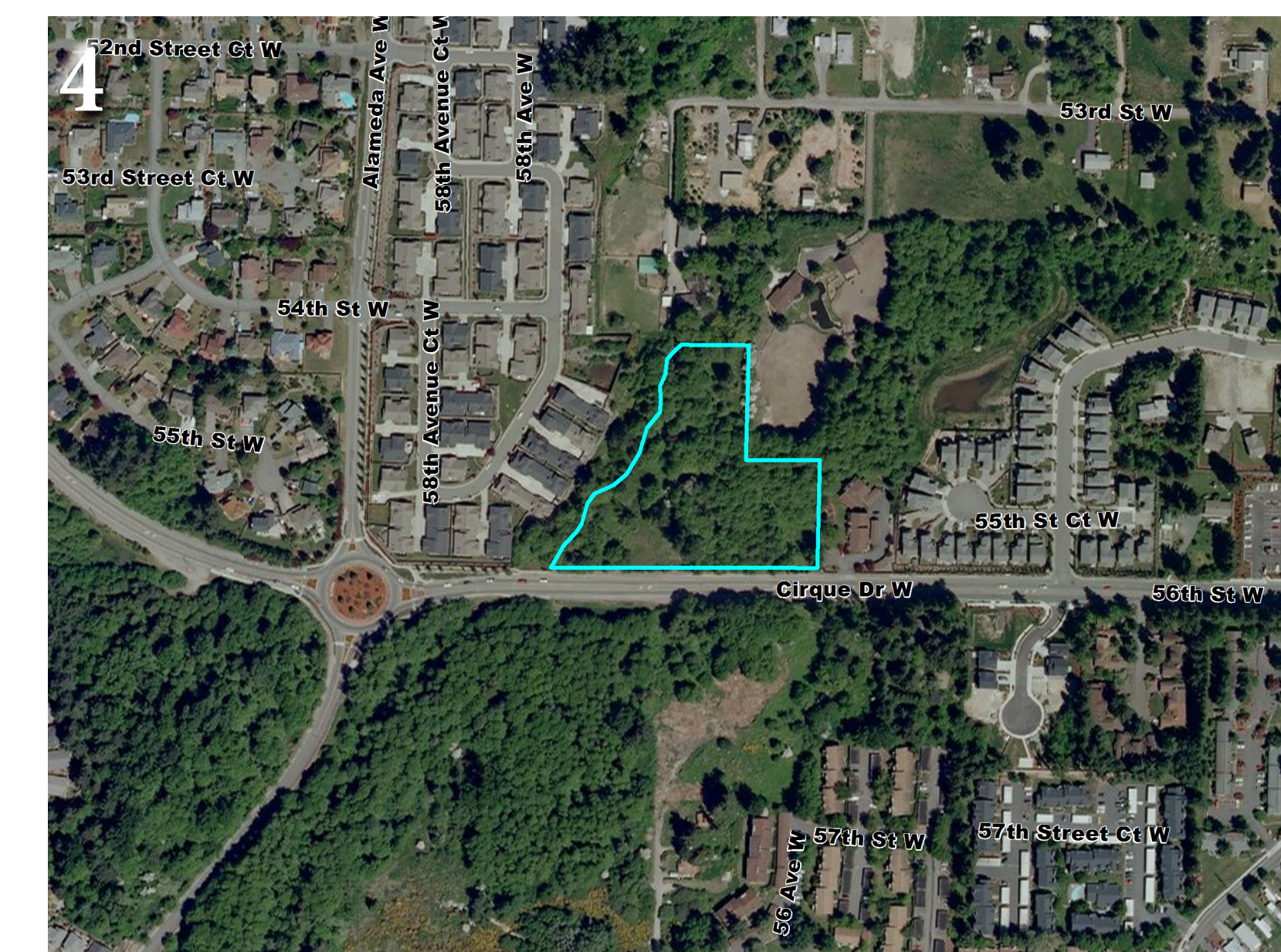
Location: Federal Way  
Parcel # 0421049062  
Acres: 2.5  
Assessed Value: \$273,000  
Neighborhood:  
- Below median income  
- High population of kids and youth  
- Located near both commercial and residential.  
Density:  
- Medium-low  
Membership density  
- Medium Church density  
Zoning:  
- Commercially zoned, churches allowed



Location: University Place  
Parcel #: 4001700700  
Acres: 4.4  
Assessed Value: \$118,000  
Neighborhood:  
- Median income  
- High population of kids  
- Located near both commercial and residential.  
Density:  
- Medium-low  
Membership density  
- Medium Church density  
Zoning:  
- Residentially zoned, churches allowed



Location: Lakewood  
Parcel #: 3085002350  
Acres: 4  
Assessed Value: \$51,200  
Neighborhood:  
- Median income  
- Median population  
- Located near both commercial and residential.  
- Located across from Jr. High  
Density:  
- Low Membership density  
- Medium-low Church density  
Zoning:  
- Recreation and Open Space, would need to be rezoned



Location: University Place  
Parcel #: 0220235031  
Acres: 3.9  
Assessed Value: \$224,800  
Neighborhood:  
- Median to high income  
- Median population  
- Located near both commercial and residential.  
Density:  
- Low Membership density  
- Medium Church density  
Zoning:  
- Residentially zoned, churches allowed

## Methods of Analysis

The first step in the analysis was to determine the parameters. These parameters were arrived at through conversations with members of the NHCC leadership team, in-class discussions, and various literature on the subject of church planting.

- Area Characteristics (see rasters at left): medium to low number of churches in the surrounding area, and medium to medium-low density of current NHCC members.
- Census Tract Demographics: high population density, kid density, and youth density. Median income or below.
- Parcel Characteristics: vacant; minimum of two acres; relatively close to both residential and commercial; not excessive tree cover; assessed cost no higher than \$300k; not next to industrial land uses; compatible zoning; and must be within city limits.

After the parameters had been determined it was time to begin the actual analysis. By overlaying the membership and church density rasters with the census demographic data it was determined the general areas that would fit the parameters. Then using a 'Select by Attributes' query all vacant parcels were selected that were over two and less than five acres in size. At this point it became a time-consuming parcel-by-parcel analysis to determine which of the parcels met the most of the criteria which had been set out. This was a time consuming process, involving cross-referencing the parcel data with the Pierce and King County parcel search websites, checking the zoning maps and codes for each municipality to determine use compatibility, and analyzing orthophotos overlaid with parcel data to determine proximity to the desired local land uses.

## Outcomes

While there were around eight different parcels that met nearly all the parameters set forth, the four parcels shown above were determined to be the most promising. Between the visualization of membership data, demographic data, and church density data, this project has created a wealth of resources for strategic planning with NHCC. This project was completed in a hypothetical scenario of church expansion, so while these parcels will likely not be pursued at this time, the skills gained and data created will be used in the near future for truly determining expansion sites for NHCC.

## Primary Source Citations

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## Map Info

Coordinate System: NAD 1983 StatePlane Washington South FIPS 4602 Feet  
Datum: D North American 1983 HARN  
Parcel image scale: 1:4,000 Feet  
Primary Data Sources: Pierce County, King County, New Horizon Christian Center, United States Census Bureau, NWChurches.com, City of Tacoma, City of University Place, City of Federal Way, City of Kent, City of Auburn, City of Lakewood

## Credits

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