

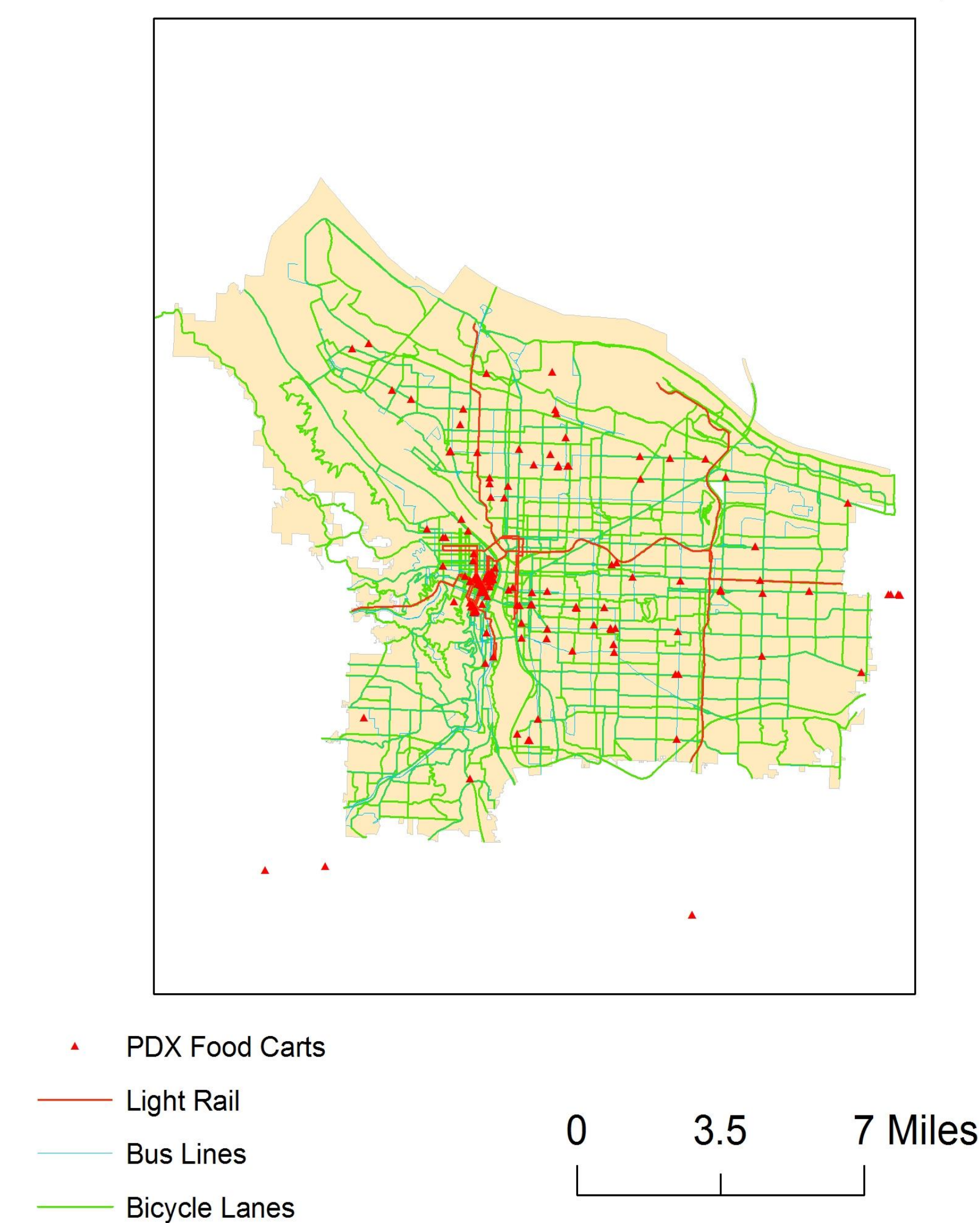
# Food Cart Economic Modeling

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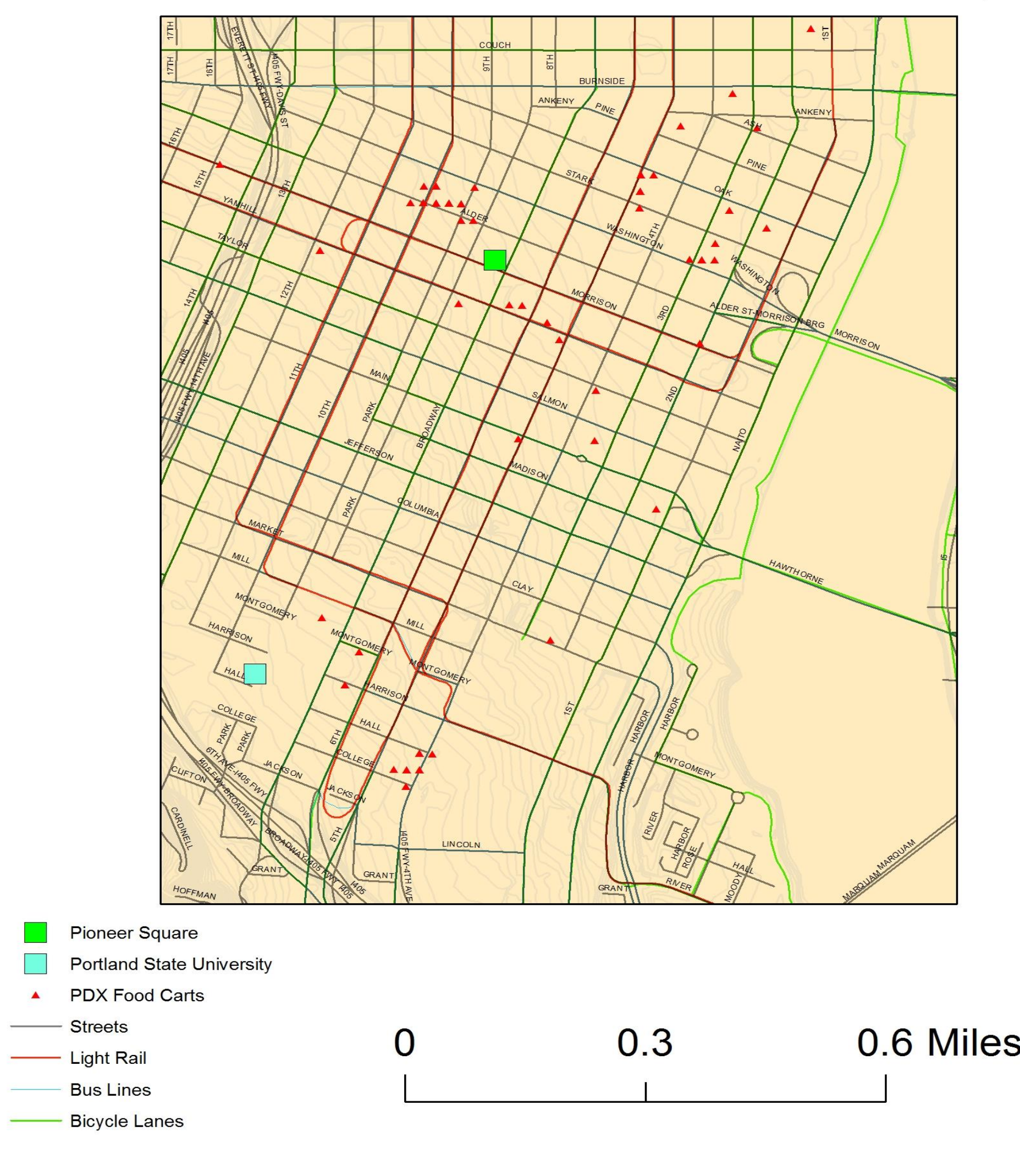


The overwhelming success of the Portland food cart industry has a. created jobs and small businesses in a down economy; b. used previously underutilized property; and c. provided affordable, quality food options for downtown workers and neighborhood resident within walking distance from their point of origin to one of over 170 food cart locations in the city. My initial hope was to prove that a close replication of a Portland food cart pod model was possible in Seattle (and perhaps beyond). By freeing up zoning restrictions in Seattle to allow a series of food carts to proliferate side by side atop a land parcel in a densely populated neighborhood, such as an underused parking lot, near bike paths, transit lines, and within a walk from work or home, could in theory replicate Portland's rich food cart scene.

Portland Food Cart Locations (with bicycle, transit lines) FIG #1



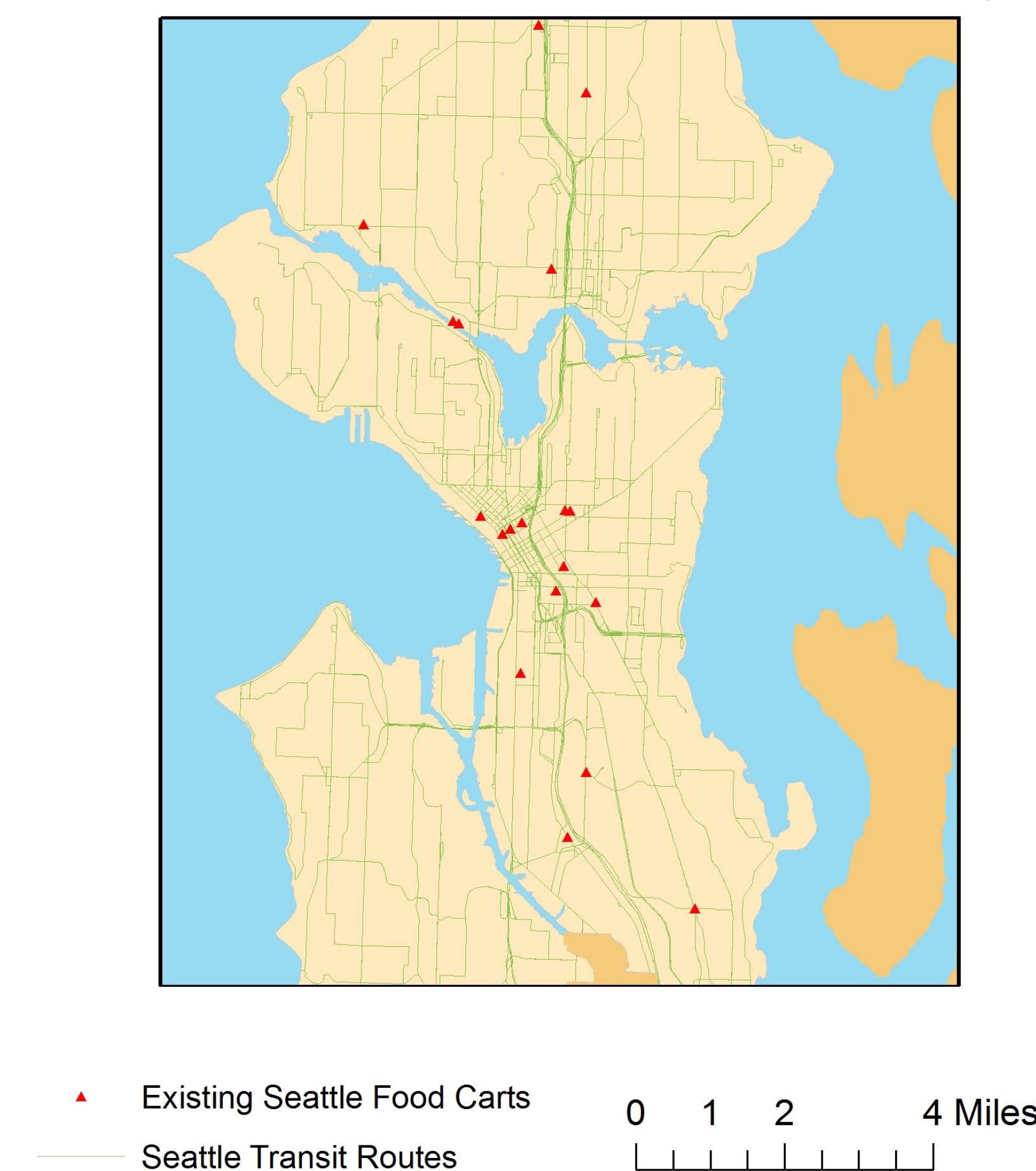
Portland Food Cart Pods Downtown Portland FIG #2



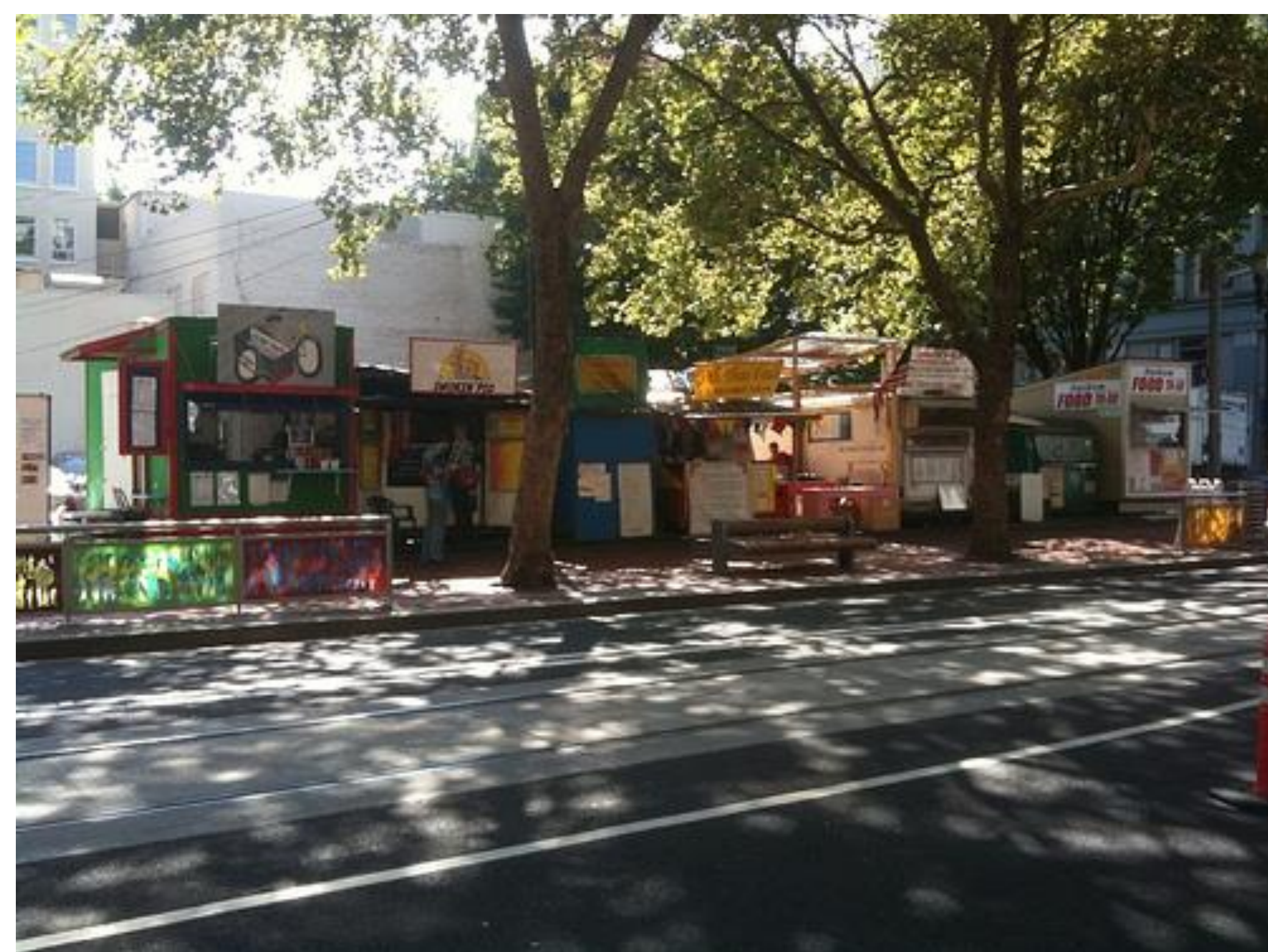
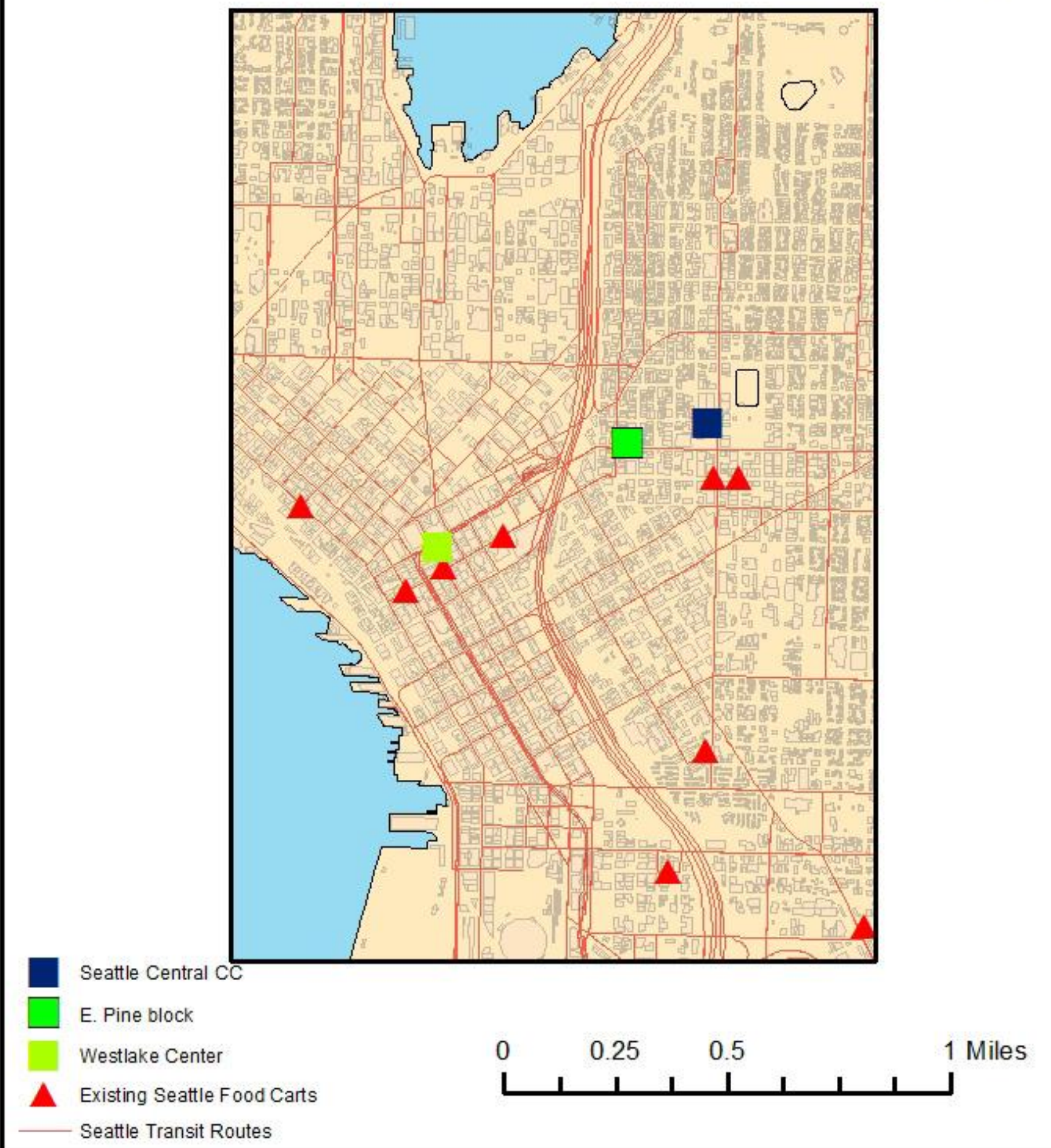
To learn whether Portland's food cart pod model could be replicated in Seattle, I imported shapefiles of transit routes into ArcMap and looked to see if there was a high concentration near a. a downtown public plaza (similar to Portland's Pioneer Courtyard Square) and b. an underutilized land parcel near a college or university (similar to Portland State University).

Portland's food cart locations are typically found next to transit lines (bus/light rail) and bicycle lanes throughout the city (see fig. 1). Additionally, Portland food cart pods (numbers of carts sharing the same parcel location) are typically found near city center parks and plazas, such as Pioneer Courthouse Square and universities, such as Portland State University – both in high population density areas in proximity of transit and bicycle lanes (see fig. 2).

Seattle Food Cart Locations (with transit lines) FIG. #3



Potential Seattle Food Cart Pod Locations FIG. #4



My findings indicated that while there are a small number of food carts currently in operation around Seattle (see fig. 3), there are indeed in areas near transit lines in various neighborhoods (similarly to Portland's food cart locations). Most importantly, however, is the discovery that an amalgam of bus and light rail lines intersect near downtown Seattle's Westlake Center and a block-wide underutilized land parcel on East Pine Street in the Capitol Hill neighborhood (see fig. 4) Westlake Center (fig. 5) is a public plaza within walking distance to a shopping mall, multi-story office buildings, and tourist attractions such as Pike Place Market. The East Pine land parcel (fig. 6) was allocated for the location of a multi-story, mixed residential/retail building. Both Westlake Center and the East Pine land parcel closely match the Pioneer Courthouse Square and Portland State University food cart pod models, respectively.

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