

# ***Central Place Theory***

- Market area of a service
- Size of a market area
  - Range
  - Threshold



College Station

**TAMU**

Post Oak Mall

Kyle Field

Reed Arena

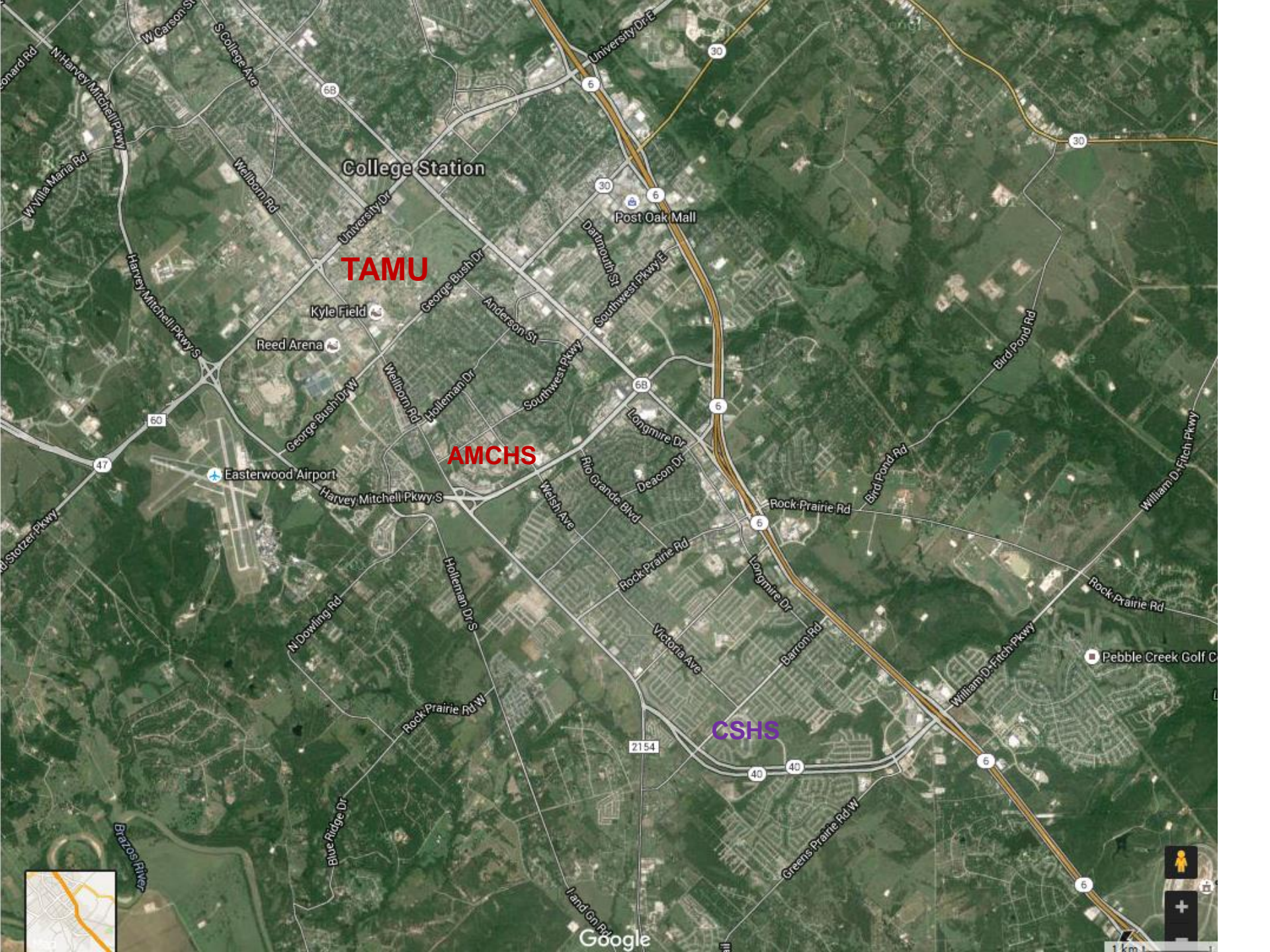
**AMCHS**

Easterwood Airport

**CSHS**

Pebble Creek Golf Course





College Station

**TAMU**

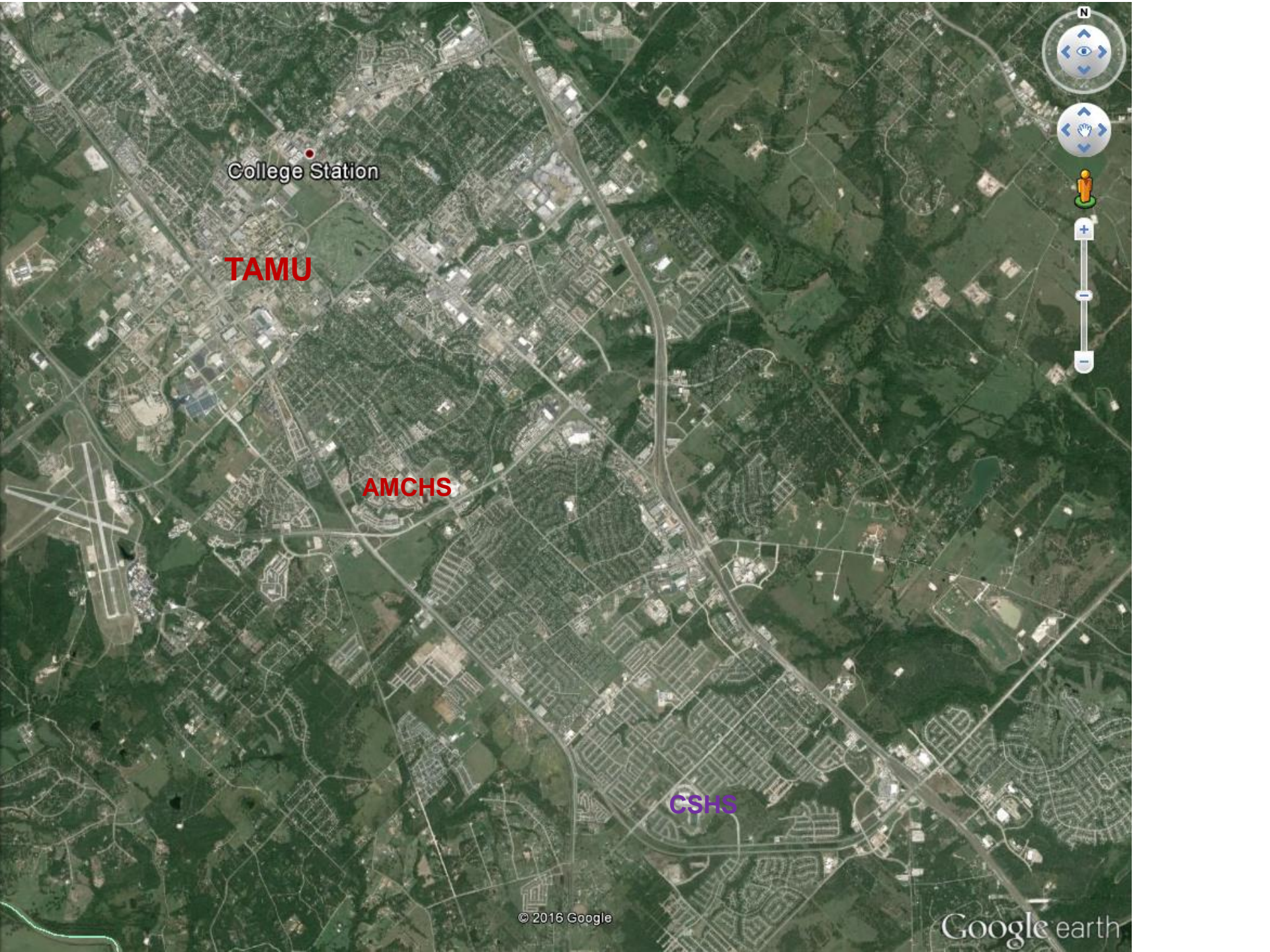
**AMCHS**

**CSHS**

Google

1 km

- Identify where the McDonalds in College Station are located.

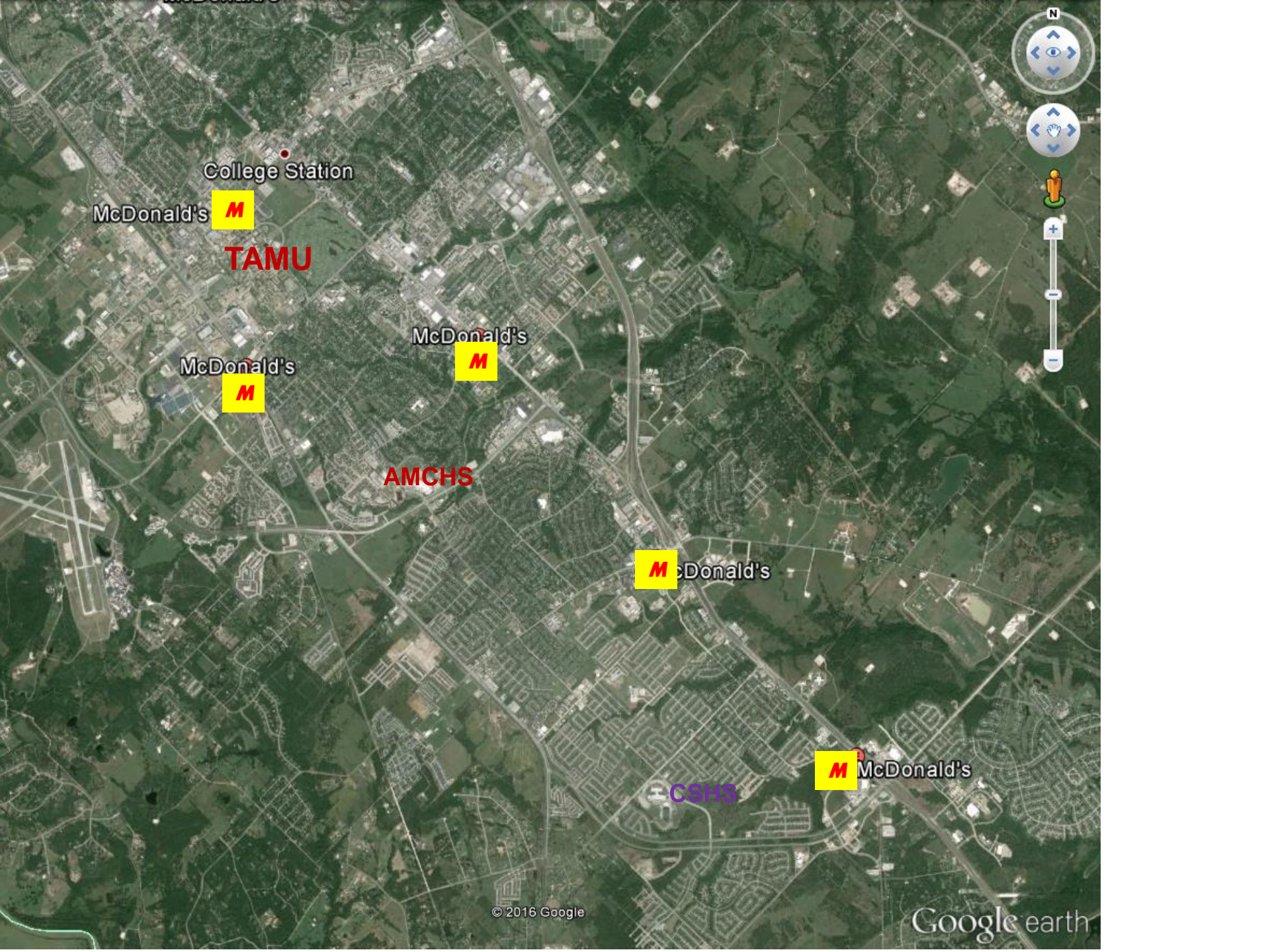


College Station

TAMU

AMCHS

CSHS



College Station

McDonald's **M**

**TAMU**

McDonald's **M**

McDonald's **M**

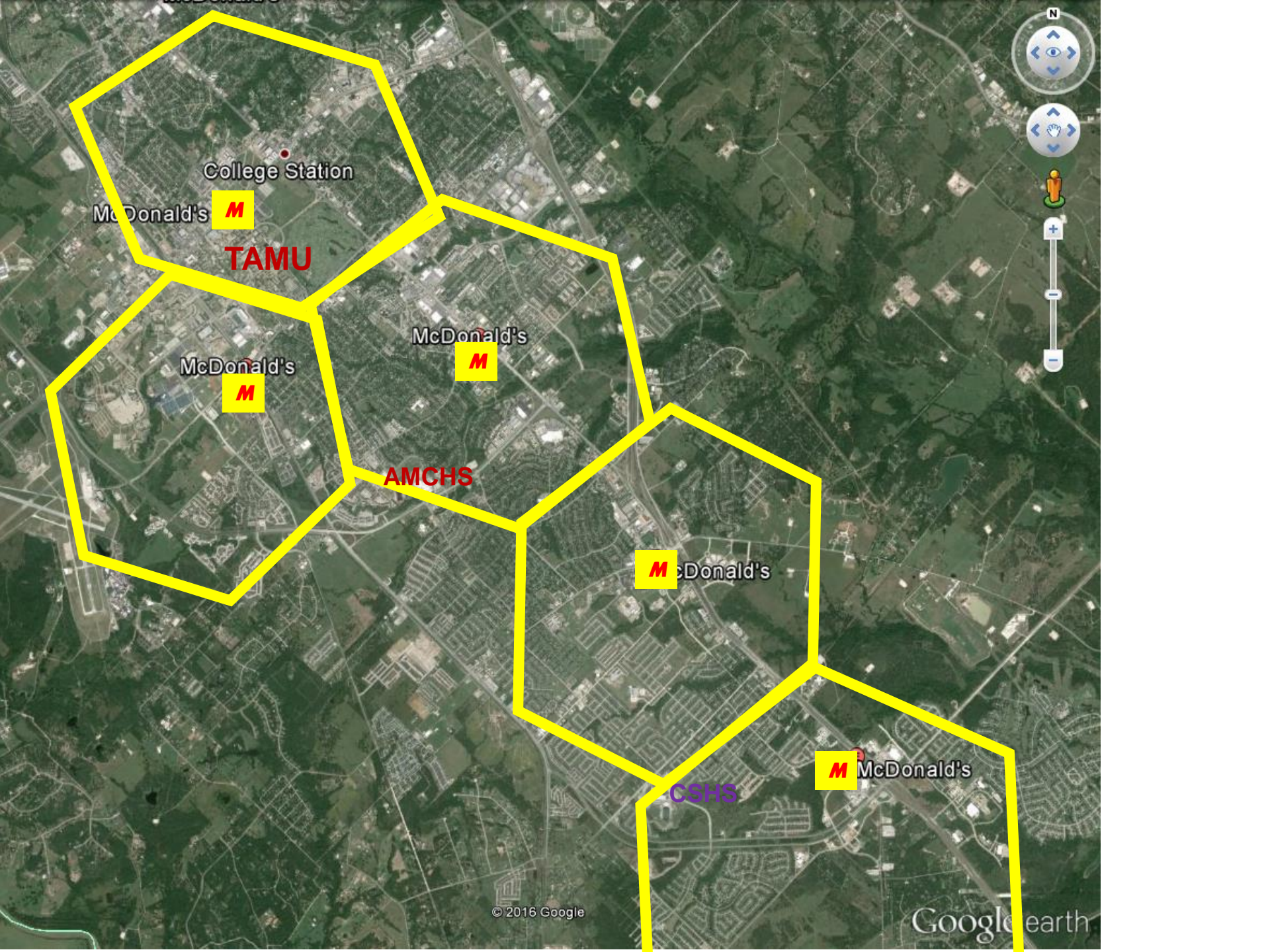
**AMCHS**

**M** McDonald's

**M** McDonald's

**CSHS**

- Draw hexagons around the McDonalds.



College Station

McDonald's **M**

**TAMU**

McDonald's **M**

McDonald's **M**

**AMCHS**

**M** McDonald's

**CSHS**

**M** McDonald's



- Are the **market areas** the same size?
- Are there concentrations of populations in some of the areas, i.e. are the **thresholds** the same size?
- Would concentrations of college students/apartment complexes influence the locations?
- Would the locations of businesses with large work forces influence the range?
- Are there “gaps”? Where would people go if they were not in one of the market areas?
- Where should the next McDonalds be built?
- Do transportation routes influence where people would stop?
- What other factors might influence where people would stop? The success of a fast food restaurant?

