

# GREENTECH PROJECT

# CONTEXT, PROBLEM AND SOLUTION

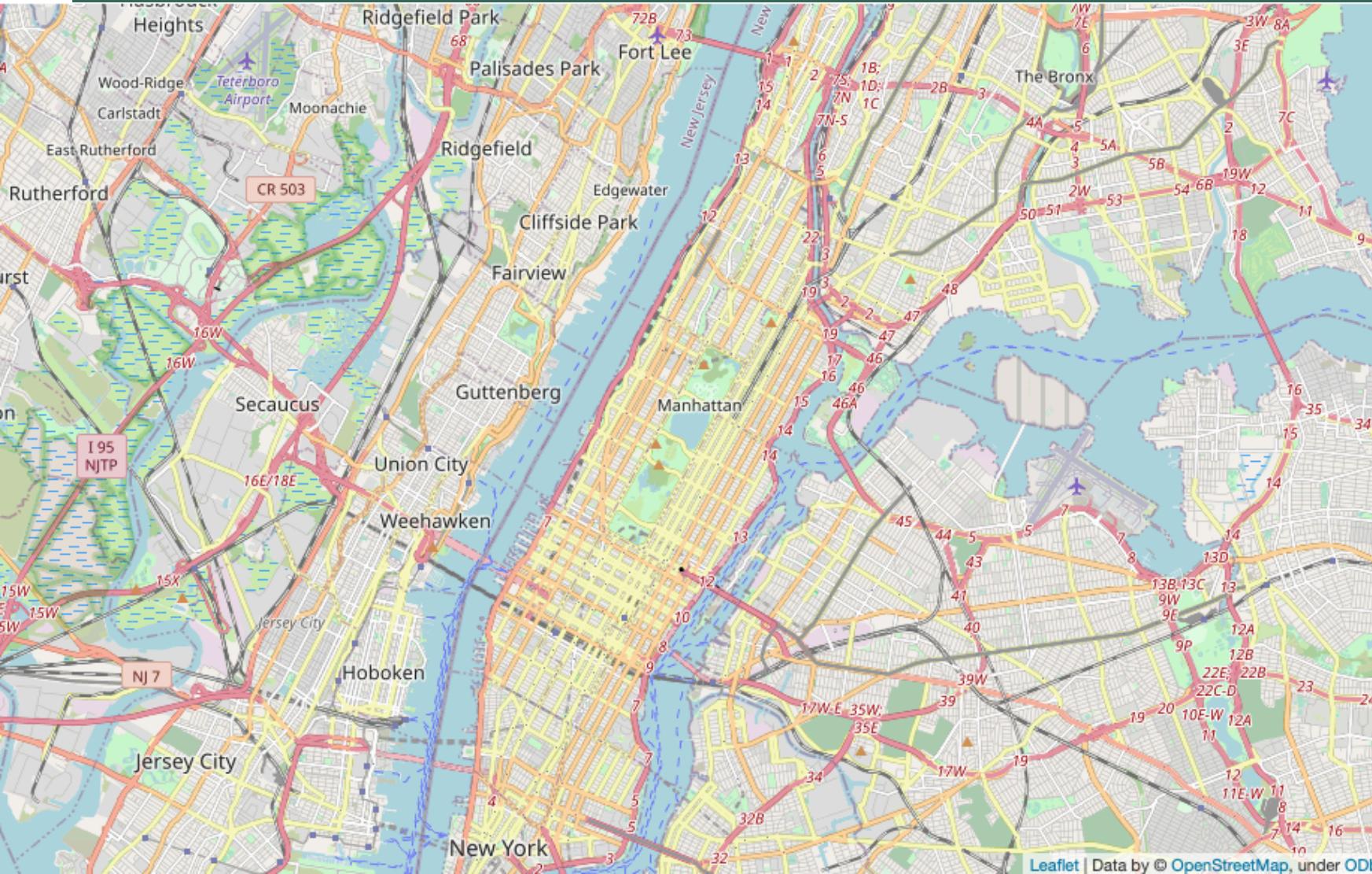
- Context: post COVID-19, recent craze for DIY project.
- Problem: Environmental emergency, economy crash
- Solution: High technology for the environment, make accessible high-tech for DIY project. Opportunity to start a business because of the economy (economic raise in a post-COVID19 context, weakness of some big industries/companies → chance for start-up to bloom).
- **Idea: open an electronic store for DIY projects environmentally oriented**
- Location: Manhattan, New York City, NY, USA

# GREENTECH PROJECT LOCATION

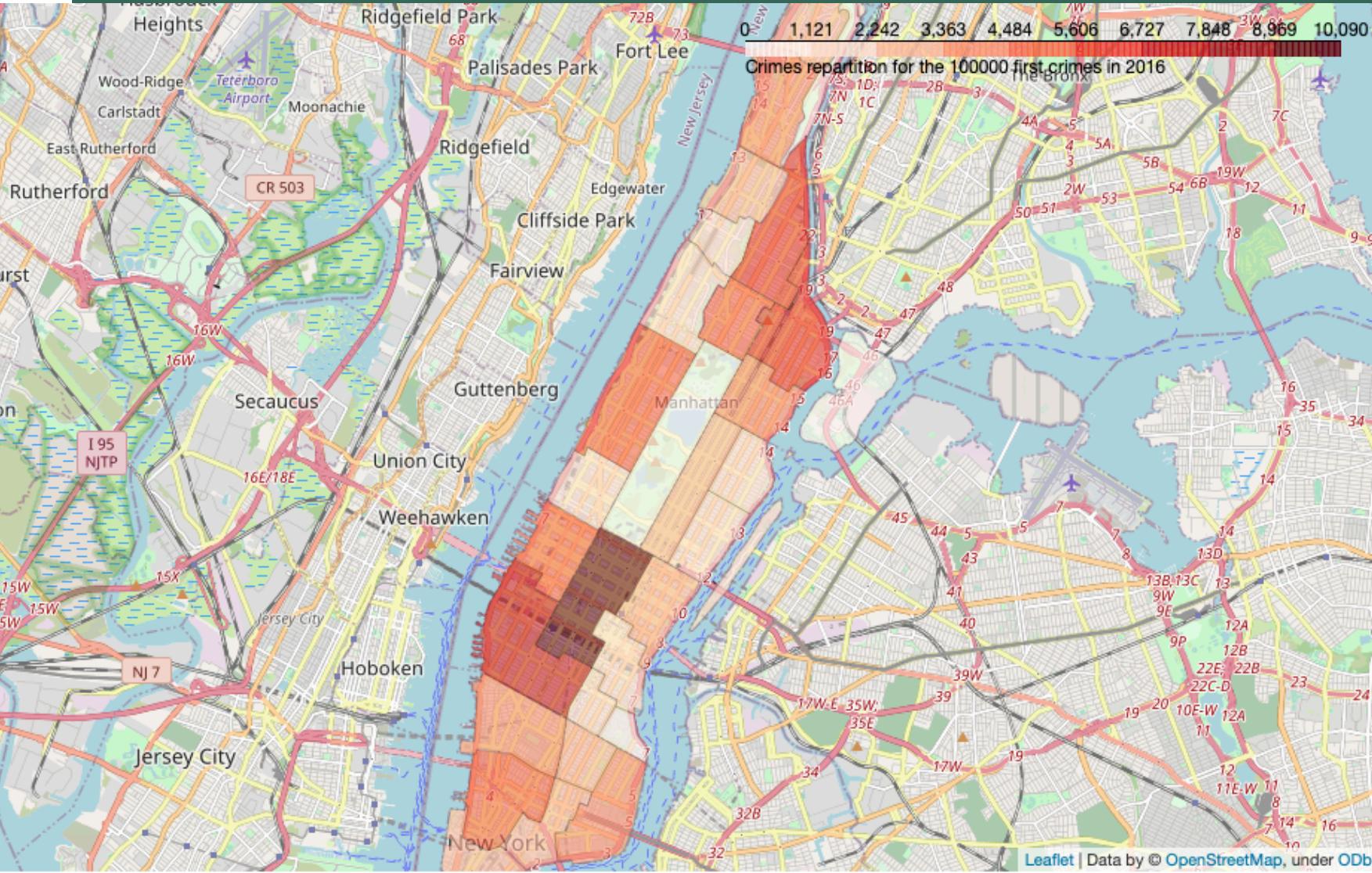
## **Project will be located:**

- Close to a university (attract student, scientists, people passionate about electronic)
- In a low crime rate area
- In a high population density area
- In a affordable area for the rent
- Within a 100m radius from a engineering lab/teaching building

# MANHATTAN, NEW YORK, NY, USA

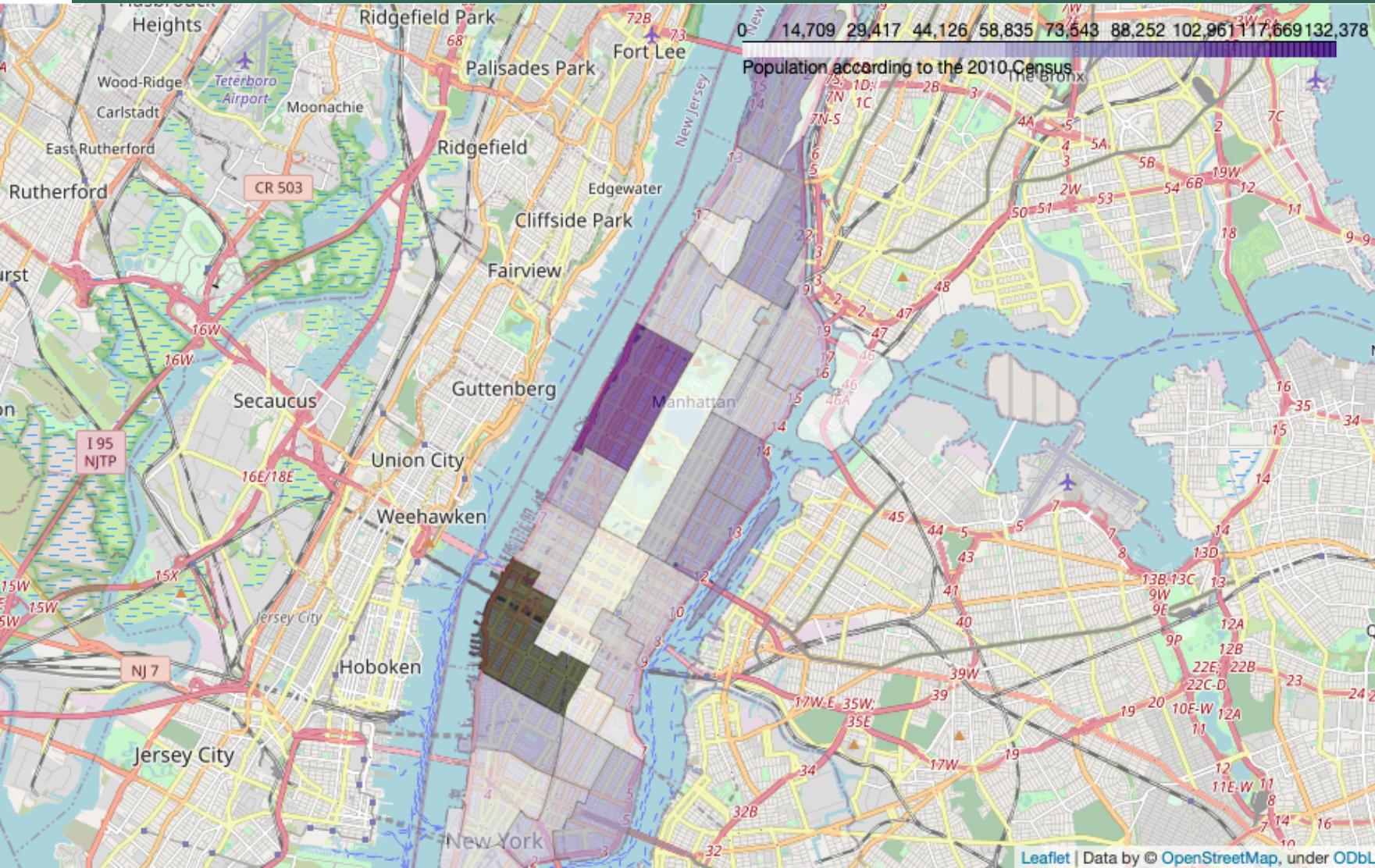


# FIRST CRITERIA: CRIME RATE



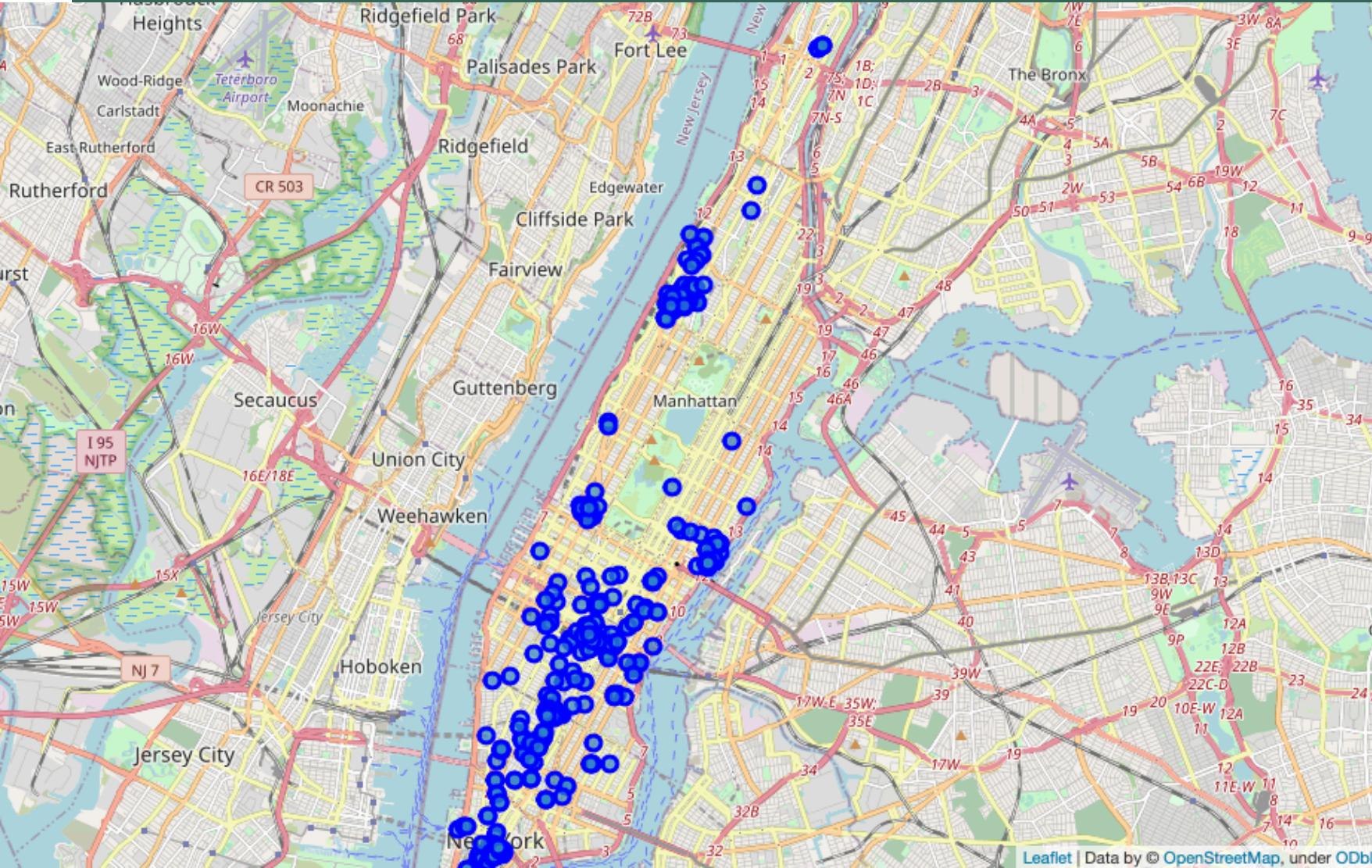
Spatial distribution of the 100,000 first crimes during the years 2016-2017 by neighborhoods

## SECOND CRITERIA: POPULATION DENSITY



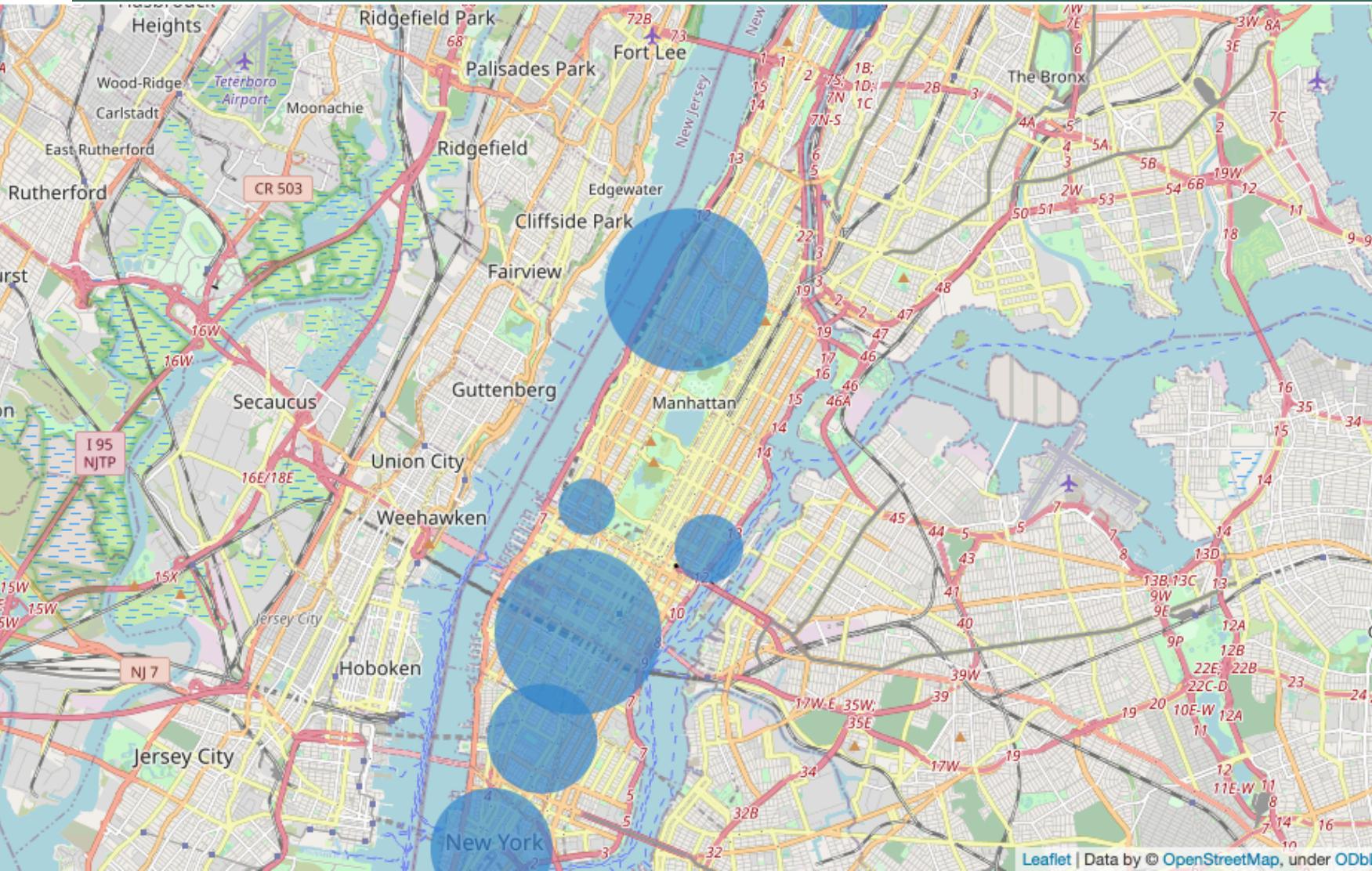
Spatial distribution of the of the population number by neighborhood according to a 2010 census

## THIRD CRITERIA: CLOSE TO A UNIVERSITY



Spatial distribution of venues  
related to universities

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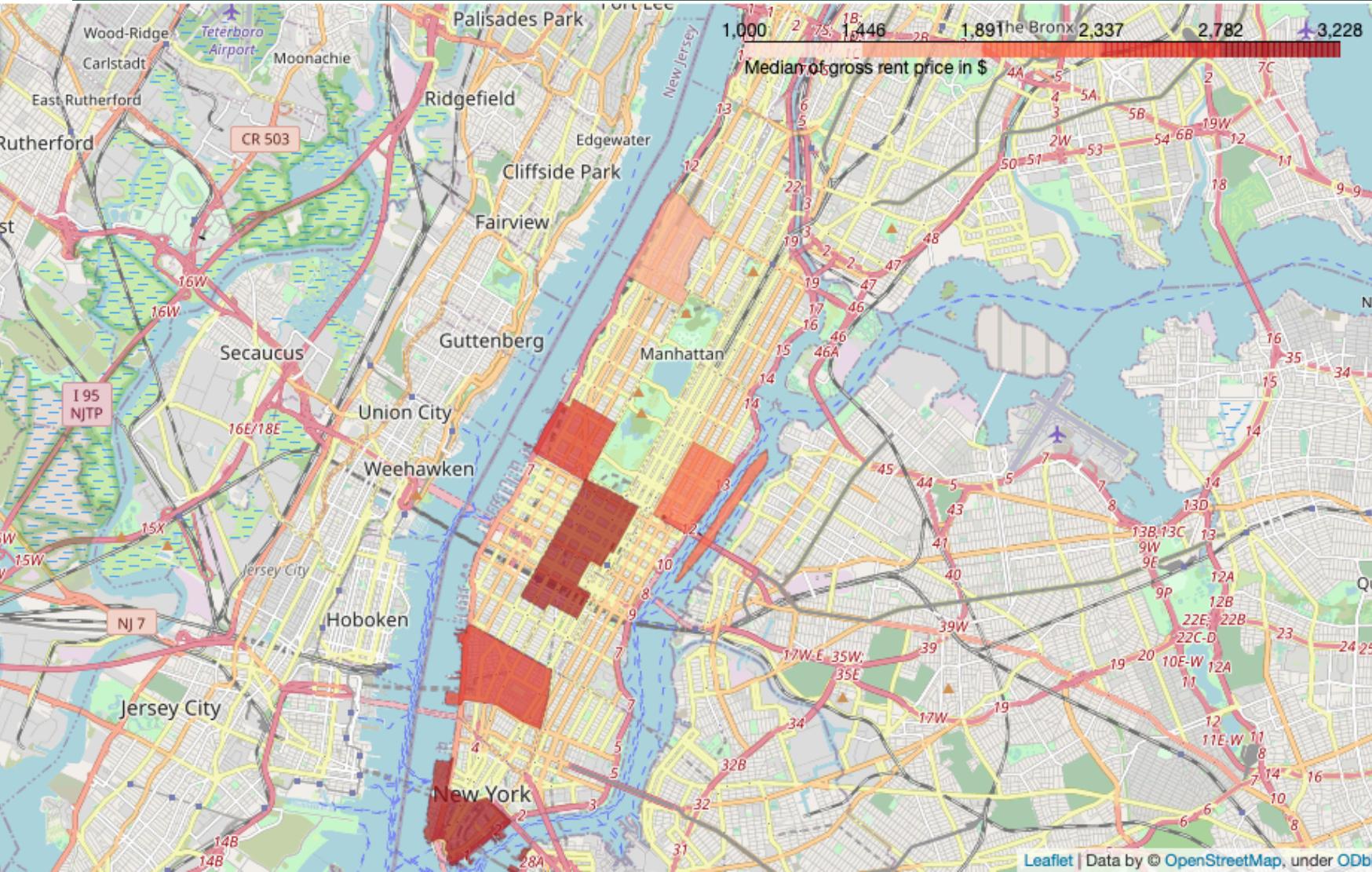


Clustering of the venues related to universities by doing a k-mean clustering.

7 different neighborhoods:

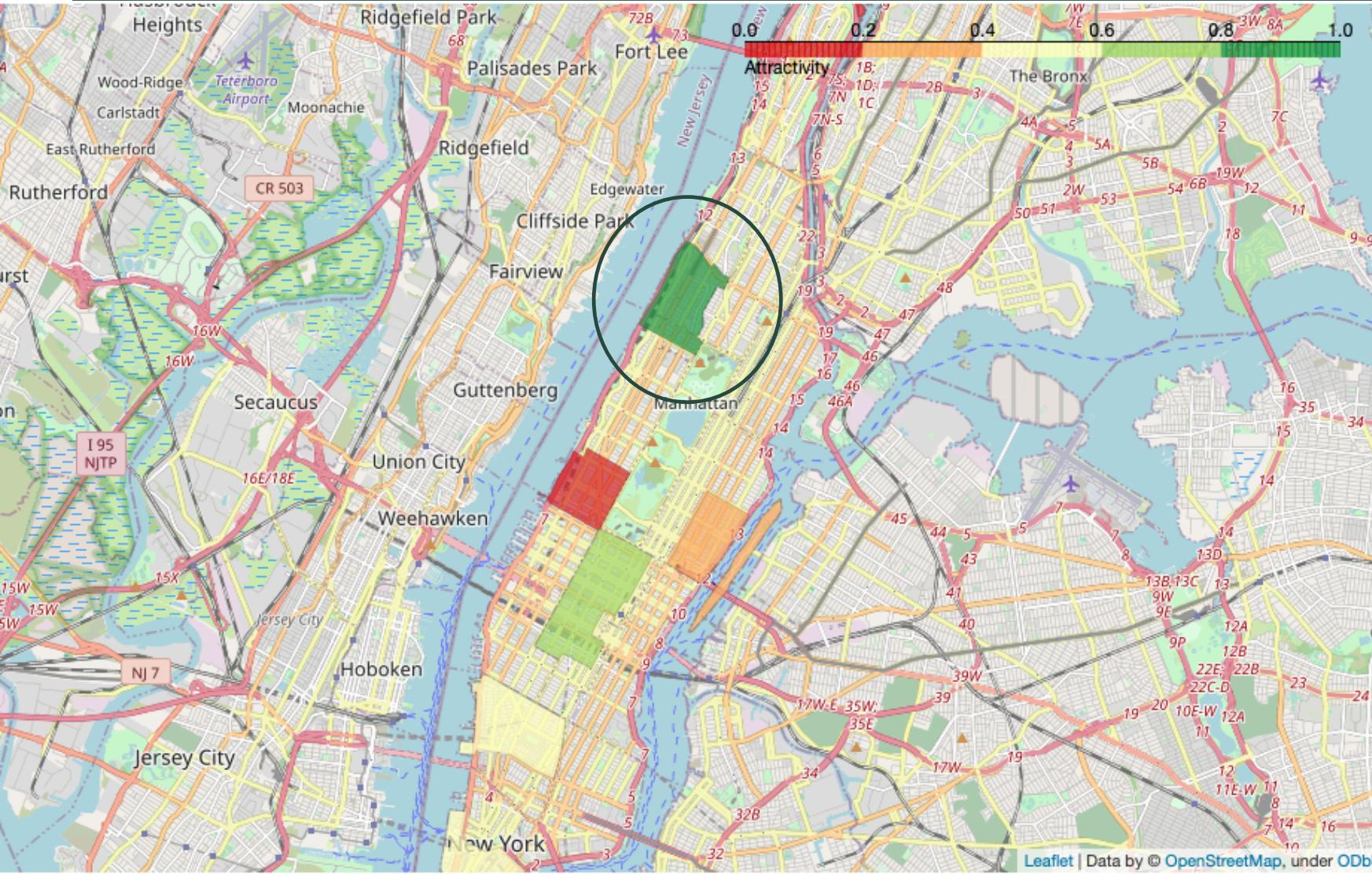
- Marble Hill-Inwood
- Morningside Heights
- Lincoln Square Midtown
- Midtown South
- Lenox Hill-Roosevelt Island
- West Village
- Battery Park City-Lower Manhattan

## FOURTH CRITERIA: MEDIAN GROSS RENT PRICE



Median of the gross rent price  
for the 7 neighborhoods  
highlighted previously

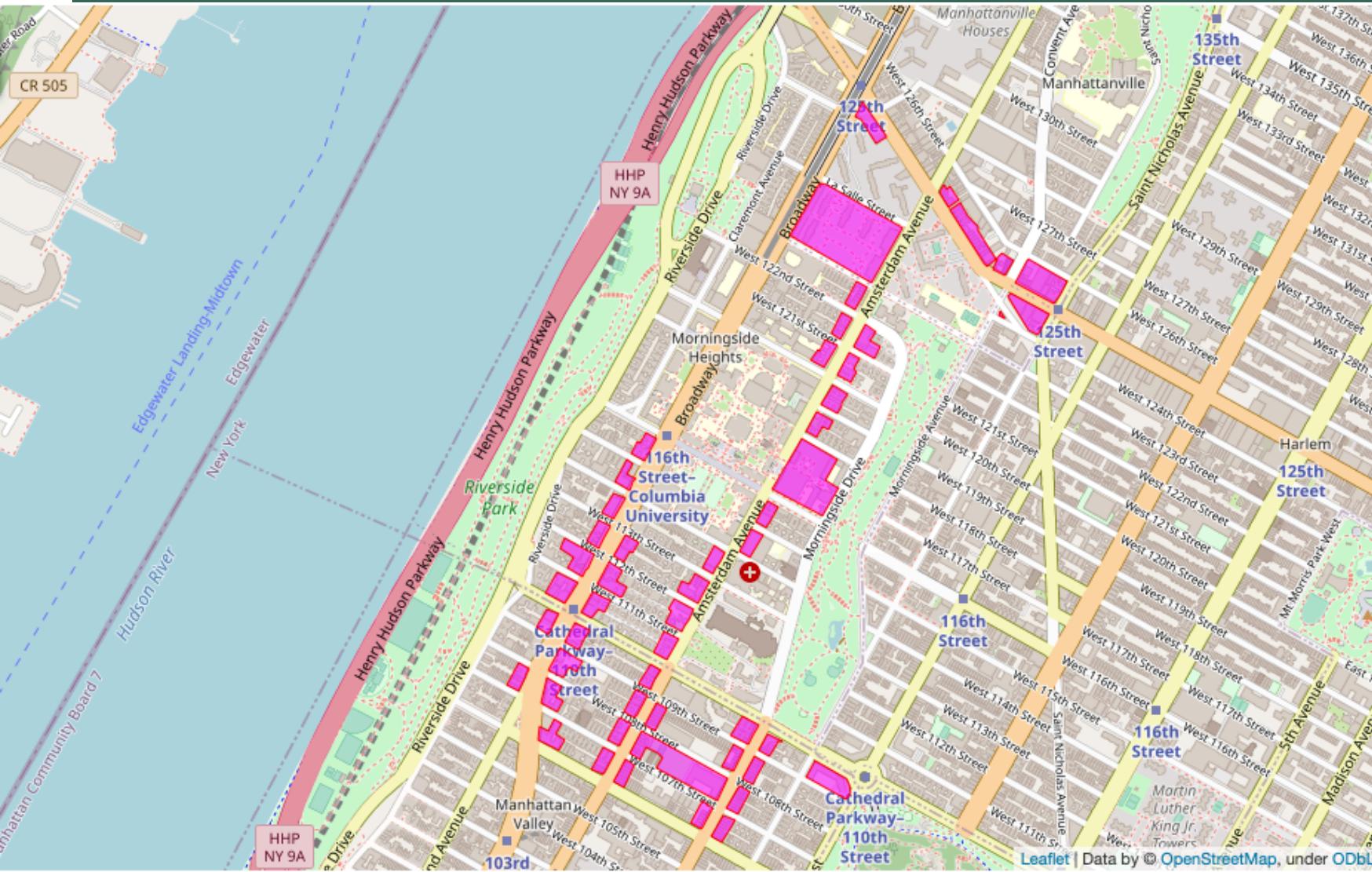
# ATTRACTIVITY INDEX



Attractivity index which combine all the criterias and give a score between 0 and 1.

I is most attractive neighborhood (in green) an it's Morningside Heights

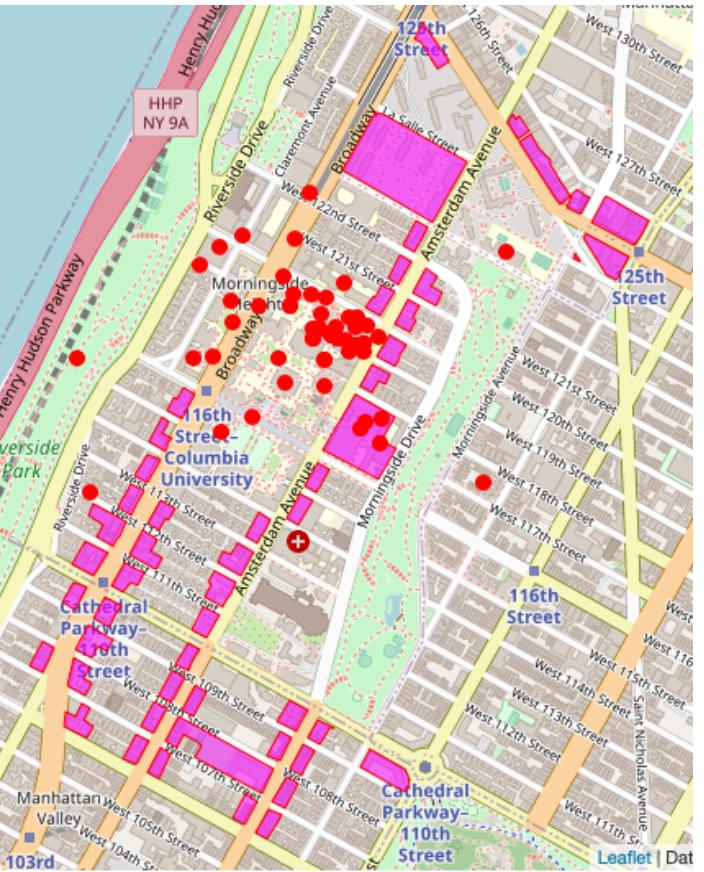
# EXPLORING COMMERCIAL ZONES IN MORNINGSIDE HEIGHTS



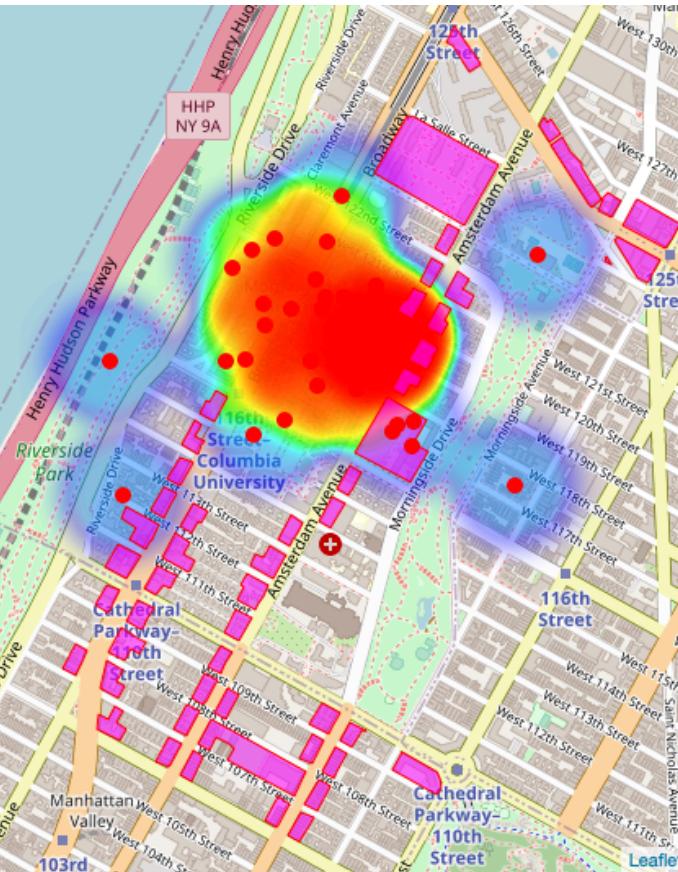
Commercial zone in Morningside Heights in order to know precisely where it's possible to open a store

# LOOKING FOR THE BEST COMMERCIAL ZONE

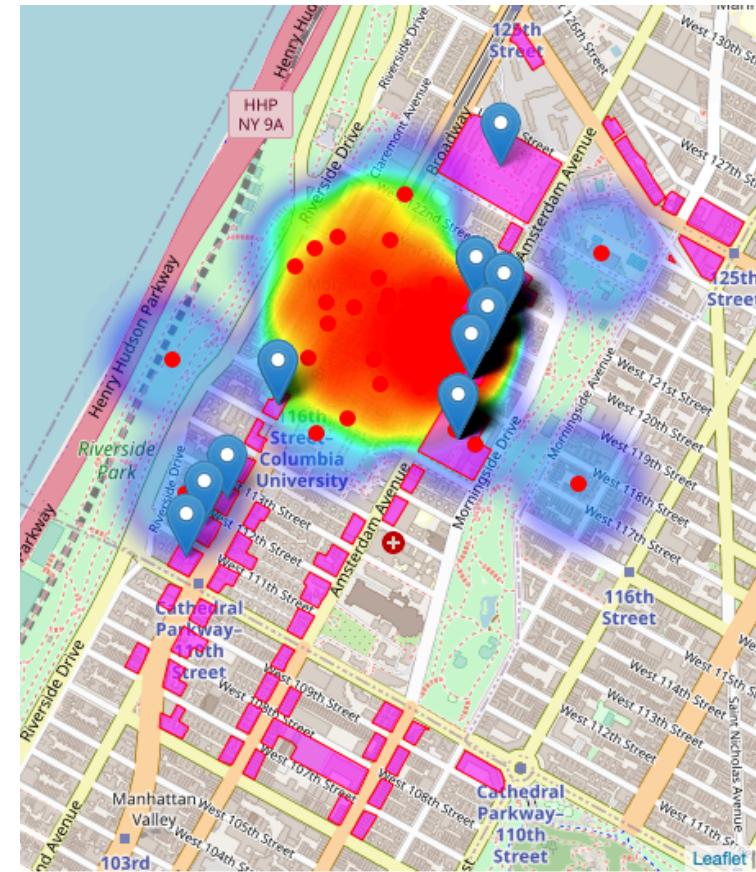
Looking for engineering  
lab/teaching building



Density analysis of the given  
venues



Best commercial zones are within a  
100m radius from a venue



# FINAL RESULT



Here are the best commercial zone according to the analysis of all criterias.

## Addresses

- 2847 Broadway
- Bank Street College of Education 610 West 116<sup>th</sup> Street
- 2881 Broadway
- Jerome Greene Hall West 116th Street
- Regnor Court 601 West 115th Street
- 424 West 119th Street
- The Poinsettia West 120th Street
- 1225 Amsterdam Avenue
- Teachers College West 122nd
- 90 La Salle Street Manhattan