

Potential Café Locations : MCE Weighted Analysis

Constraints	Factors(*)
50m Buffer Zone around Water	Distance from Developed Lands (0.2)
Unsuitable Areas Constrained by Current Landuse	Distance from Roads (0.2)
Unsuitable Areas for Café Development (Forest, Cropland, Pasture, Industrial, Transportation, Open Water)	Slope (0.1)
	Distance from Water (0.1)
	Distance from Town Center (0.4)

* Weight factor based on a 0.0 to 1.0 ratio (adding up to 1.0)
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Suitability Map of Potential Café Locations
in Westborough, MA, USA



Constraints	Reason	Factors	Reason	Weight	Weighting Method
50m Buffer Zone around Water	There is a 50m “no development” buffer around any water	Distance from Developed Lands (0.2)	The closer to developed lands, the cheaper and easier	0.2	Ordered Weighted Averaging (OWA)
Unsuitable Areas Constrained by Current Landuse	Cannot build in areas already developed	Distance from Roads (0.2)	The closer to roads, the easier it is for building the café and for customers to access	0.2	
Unsuitable Areas for Café Development (Forest, Cropland, Pasture, Industrial, Transportation, Open Water)	Should not build in low population areas or areas not preferable for a cafe	Slope (0.1)	Development should occur in an area with low slope	0.1	
		Distance from Water (0.1)	While a 50m buffer is in place, environmentalists suggest a minimum of a 100m buffer	0.1	
		Distance from Town Center (0.4)	The closer to town, the more potential customers there are	0.4	