

Searching the data to help identify the possible location of the CBD


When you have created your land-use map from the data table, you can then select particular items of data to show. For instance when trying to identify where the CBD is in St Ives, you are going to look for characteristics that are typical of a CBD. In terms of land-use for example, you may wish to identify where most of the national chain stores are located in St Ives. Are they grouped together? Are they spread over several streets? Does their location help to show where the CBD is likely to be?



Here are the results of a search to identify the location of catering facilities. The map has been cropped to show those in Bridge Street & Merrylands.

	Map. Ref	Name	Classification
1	B1	Sedges	Catering
6	B6	Cherry Valley	Catering
7	B7	Restaurant Molise	Catering
31	B31	Kushlara Tandori	Catering

Carrying out a search

1. Click on the **Search Wizard** Button  then click again to move on from the introductory box.

2. **Choose the field** you wish to search, in this example **classification**.

3. Now you can identify which type of land-use you want to search for e.g.

Retail (National Chain Stores). (You can search for more than one type)

4. You can **give your search a name** (this is optional) which will save it for later.

THINK! – think back to the expected characteristics of a CBD, remember you need to identify which street(s) is most likely to be the CBD. Try and use the search function to identify areas within the four streets that have most of the characteristics you would expect of a Central Business District.

5. All the data entries you searched for (i.e. in this example national chain stores) will now be listed in the data table and will be shaded in on the map.

6. You can now use cut and paste **or** a screen grab (press print screen and copy into Paint where you can crop the map) to copy your map and table into WORD.

This search function is very useful for identifying patterns of land-use, for example to see if certain types of land-use are grouped together. You could also think about searching to find out where the highest buildings are found.