



Beyond Site Selection

City of Anaheim

Project Goals

- › Find Commercial Properties for lease or sale
- › Analyze Site Suitability
 - › Obtain demographic and consumer spending information
 - › Access to Zoning and Building Information

Three Use Cases

- › Business Owner wanting to locate/relocate their business to Anaheim
- › Real Estate Broker wanting access to City parcel information
- › Business Owner wanting to find out the local area demographics

Property Search

The screenshot displays a web-based property search application. On the left, a sidebar titled "Property Info" contains search filters and a results table. The main area features a map with red pins indicating property locations. A pop-up window for a selected property provides details and an image.

Property Info

Welcome

Available Property Search

Commercial Real Estate Listings

Choose Building Type
Retail

Available Square Feet
1000 to 2000

For Lease For Sale

Search Clear Show All

96 listings [Download Table](#)

Address	Sq. Ft.
100-158 S Fairmont Blvd	1760
2424 W Ball Rd	1813
965 S Beach Blvd	1250
100-158 S Fairmont Blvd	1760
408-444 N Lakewood Ave	1000
408-444 N Lakewood Ave	1268
20-95 S Anaheim Blvd	1529
2424 W Ball Rd	1394
515-595 S Knott Ave	1100
605-687 N Euclid St	1190
5711-6767 E LA Palma Ave	1938

Parcel Information
Demographic Information
Help Us Improve This App

100-158 S Fairmont Blvd

For Sale or Lease
Lease

Select Parcel

Close

Address	General Use	Avail. Sq. Ft.
100-158 S Fairmont Blvd	Retail	1760
	Specific Use	Building Size
	Community CIP	10000
	Agent	

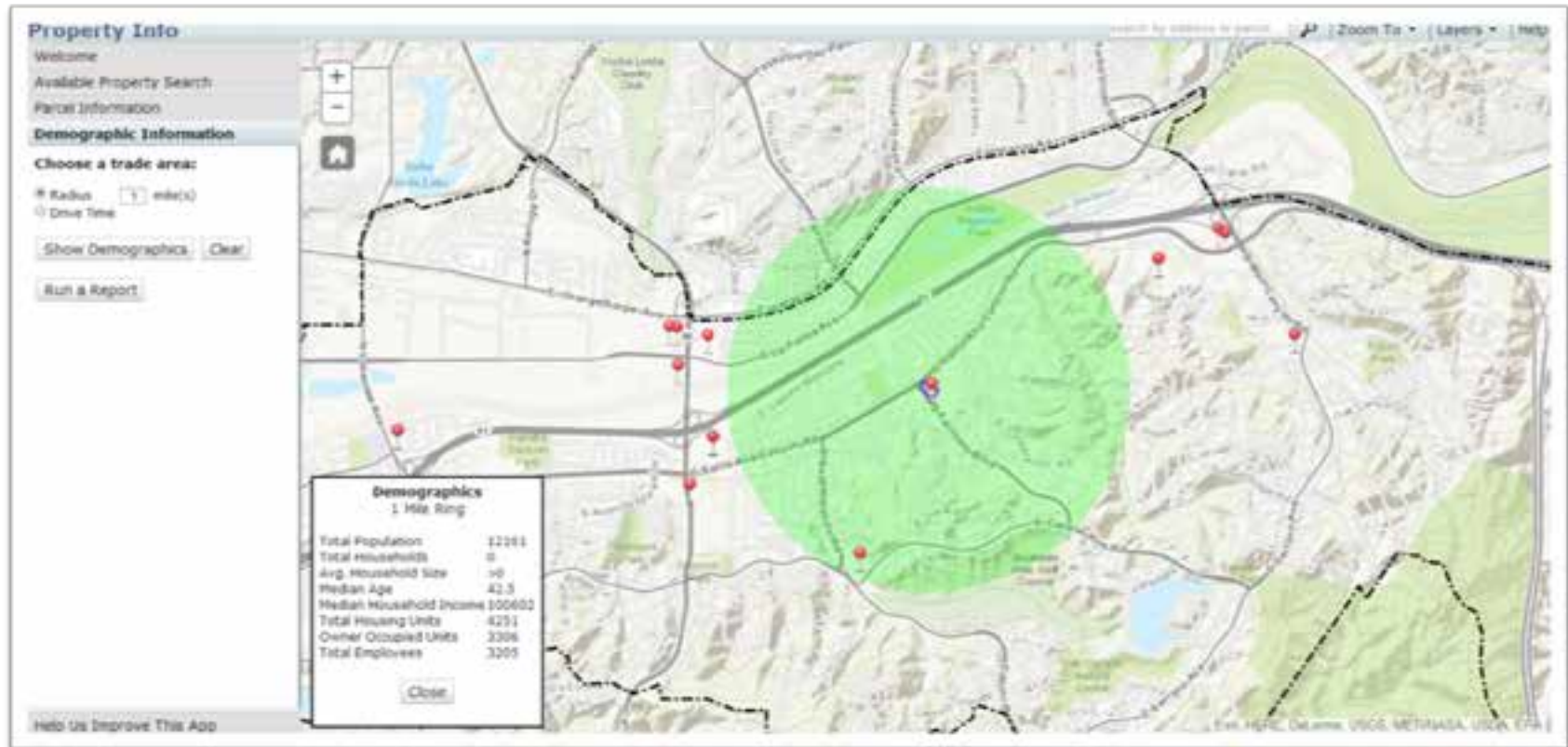
Property Data

The screenshot displays a web-based property information system. On the left, a sidebar titled "Property Info" contains the following sections:

- Welcome**
- Available Property Search**
- Parcel Information**
 - [Clear Selection](#)
 - Parcel Number**: 30642117
 - Parcel Size**: 2.43 acres
 - + Addresses (14)**
 - Zoning**: [General Commercial](#)
 - General Plan**: [General Commercial](#)
 - + Land Use Permits (8)**
 - + Building Permits (26)**
 - + Business Licenses (11)**
- Demographic Information**
[View US Demographic Data](#)

The main area shows a map with a purple-outlined parcel. A red pin is located on the parcel. The map includes street names: "E BASTIA AND CANTON RD", "E JARDINER ST", and "ANA CANTON RD". The bottom right corner of the map area contains the text: "City of Anaheim, County of Los Angeles, Cal. HERE, Delorme, Intermap, Toptom, ESRI, US".

Demographic Information



Demographic Reports

esri Retail Goods and Services Expenditures
 Market: 04 (04/00000)
 Date:

Top Product Categories	Market	Demographic Summary
Electrical Supplies	11.4%	Electronics
Office Supplies	10.4%	Computers
Business Services	9.4%	Books
Cell Phone	9.4%	Mobile App
Cell Case	8.4%	Mobile App/Device

Top 10 Retail Services	Market	Demographic Summary
Books	16	
Electronics	14	
Computers	14	
Mobile App	14	
Mobile App/Device	14	
Mobile App/Device (2)	14	

Market	Market	Demographic Summary
Electronics	11.4	
Computers	10.4	
Books	9.4	
Mobile App	9.4	
Mobile App/Device	8.4	

esri Demographic and Income Profile
 Market: 04 (04/00000)
 Date:

Demographic	Market	Market	Market
Population	400,000	400,000	400,000
Household	100,000	100,000	100,000
Median Household Inc.	50,000	50,000	50,000
Median Family Income	60,000	60,000	60,000
Median Per Capita Income	30,000	30,000	30,000
Median Age	35	35	35

Market	Market	Market
Population	400,000	400,000
Household	100,000	100,000
Median Household Inc.	50,000	50,000
Median Family Income	60,000	60,000
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Household	100,000	100,000
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Median Family Income	60,000	60,000
Median Per Capita Income	30,000	30,000

esri Working Profile
 Market: 04 (04/00000)
 Date:

Market	Market	Market
Population	400,000	400,000
Household	100,000	100,000
Median Household Inc.	50,000	50,000
Median Family Income	60,000	60,000
Median Per Capita Income	30,000	30,000

esri Business Summary
 Market: 04 (04/00000)
 Date:

Market	Market	Market
Population	400,000	400,000
Household	100,000	100,000
Median Household Inc.	50,000	50,000
Median Family Income	60,000	60,000
Median Per Capita Income	30,000	30,000

Property Info 1.0

Average Monthly Sessions	285
Average Monthly Users	210
Returning Visitors	26%
Percentage of City Use	9.7%
3 to 10 Minutes	14%
10 to 30+ Minutes	13%

***Sept 2013 to June 2014*

Case Study: Restaurant Chain

Property Info 2.0 - Goals

- › Access on any Mobile Device
- › Enhance Demographic Reporting
- › Improve Site Usage Metrics
- › Add Feedback Mechanism

Property Info Demo

Contact Information

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- › Chris Carter, Business Information Systems Administrator, ccarter@anaheim.net
- › Property Info Application – www.anaheim.net/planning > Click on Property Info Icon

