
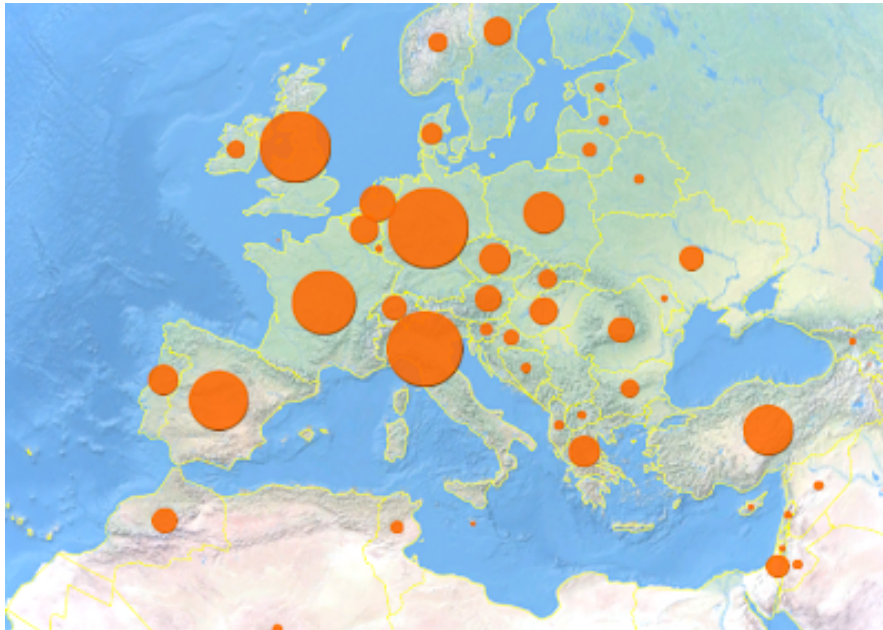


FINDING THE PEAK LAND VALUE INTERSECTION (PLVI) IN HORNSEA

1. On the model of land use in a coastal resort the PLVI, the point where land values are at their highest is shown to be near the coast, near the end of a 'high' street of high land values at right angles to the coastline.
2. What is the pattern at Hornsea? We can get land value data in the form of rateable value information for commercial properties such as shops in Hornsea using the Government Database (a secondary sources of data) on line at the Valuation Office Agency (VOA) site <https://www.gov.uk/find-business-rates>
3. The site provides information on the rateable value in £'s per metre squared for all shops in Hornsea and their addresses and this can be plotted on a map of Hornsea using the town street plan (another secondary sources of data). This will show the pattern of land values in the town and the approximate location of the Peak Land Value Intersection (PLVI), and this can be compared to the model for a coastal resort.
4. A sample of 10-15 shops should be chosen at random from the VOA site to be plotted on a map of Hornsea.
5. The land value data can be plotted in 2 ways :-
 - A. Located proportional symbols can be plotted on a map of Hornsea at the exact location of each of the commercial premises chosen. The size of the chosen symbol will depend on the rateable value per metre squared for each of the shops. This could be located bars or located 3 signs. eg.

 - B. The rateable values can be located on a map of Hornsea and isolines (similar to contours) can be drawn at set intervals to show the pattern of land values across the town and decide where the PLVI is.
6. The pattern of land values of commercial properties in Hornsea can be compared to the model and similarities and differences noted.

MAPPING TECHNIQUES

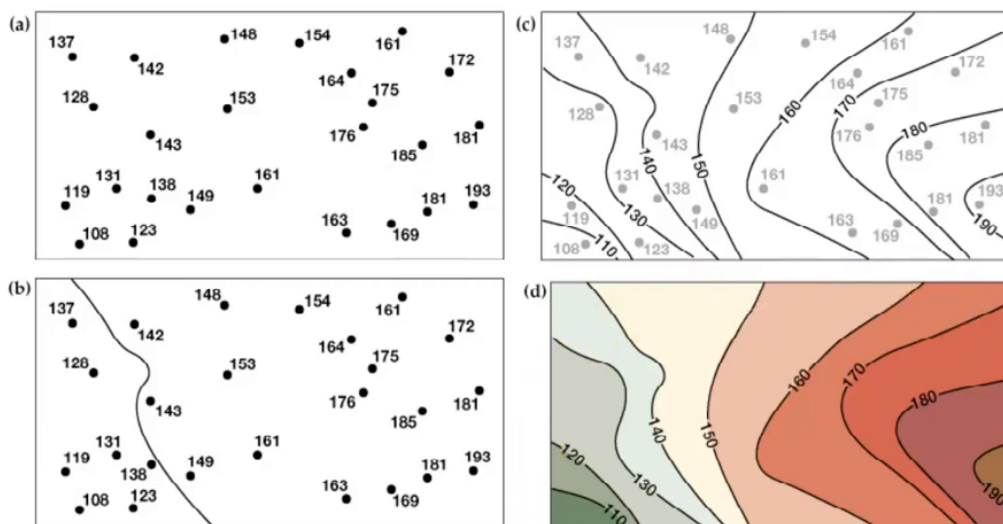


Here proportional circles are located on a map of Europe. The area of the circles is equal to whatever data is located at each site.



Here proportional bars are located on a map of Africa. The height of each bar is proportional to the amount of data at each site. Both of these techniques need a key to allow users to access the original data.

Constructing an Isoline Map



Here data is located at each site and lines at set intervals are interpolated to illustrate the pattern.