

# Locations for a in Roanoke, VA

## Introduction

As fans of Trader Joe's, a chain of specialty grocery stores, we believed there should be one in the New River Valley (NRV), where there currently is not one. When considering the cities of the NRV, we posited that the city of Roanoke would be the best location based on the concentration of population and the need of Trader Joe's to have a large possible customer base with disposable income. We decided to use GIS to find the best locations within the Roanoke city limits.

## Abstract

By using data obtained from the City of Roanoke GIS Office and online real estate listing, we were able to pinpoint four locations within Roanoke where Trader Joe's could develop a store. We also considered proximity to I-581 a priority, and the location we found are accessible by I-581, and each location is in a high-traffic part of the city where the store would get exposure. There are also high enough levels of income in the city for a part of the population to have the ability to shop at Trader Joe's.

## Materials

In order to obtain the most efficient amount of usable data, our group sought to gather information through the Roanoke GIS Office. By requesting access to the main data information on the city of Roanoke from the GIS administration, we were able to obtain shape files usable for our project. We also needed ArcMap to incorporate said shapefiles into one composite map of all the suitable locations for a Trader Joe's. Google Maps was also a valuable tool in locating where in the city our possible locations are.

## Procedures

We began by looking on real estate websites to find buildings for sale or lease, then went on Google Maps and found exactly where they are. Using ArcMap, we utilized the "Buildings" layer given to us by the GIS Coordinator in identifying the buildings we selected from the real estate listings. Next, we made these designated buildings their own layer in ArcMap. Also, through Google Maps and the "Buildings" layer we located the main competition stores for Trader Joe's and made them their own layer. Finally, we found I-581 and made it more visible on our map so the accessibility of the stores to the interstate would be recognizable.

*\*Image Below: Trader Joe's, Charlottesville, VA*



## Analysis & Results

We analyzed different possible locations for putting a Trader Joe's in Roanoke and many sites seemed suitable, but in the end we found 4 possible locations. With many different layers of data analyzed these were the 4 best suitable locations, as three were in the downtown area in close proximity to the interstate, while the fourth was outside of downtown, but still on a major intersection and had easy access to the interstate.

## Conclusion

After finding these possible locations, we believe it is feasible for Trader Joe's to place a location in Roanoke and be profitable. There would be a strong customer base as shown by our graphs, where about 40% of the population is in the assumed target population for Trader Joe's ("2010 Population Finder"), and there is a good portion of the population, based on the "Family Income Distribution" graph, that may have the disposable income to shop at this store. Each of the locations we found are accessible by I-581, which could bring in customers from the surrounding area outside of Roanoke. There are also multiple buildings for lease or sale that the store may be placed in. Based on these findings, we recommend Trader Joe's locate a store in Roanoke, Virginia. For it is highly regarded for providing the market healthy products at an affordable price.

## Sources

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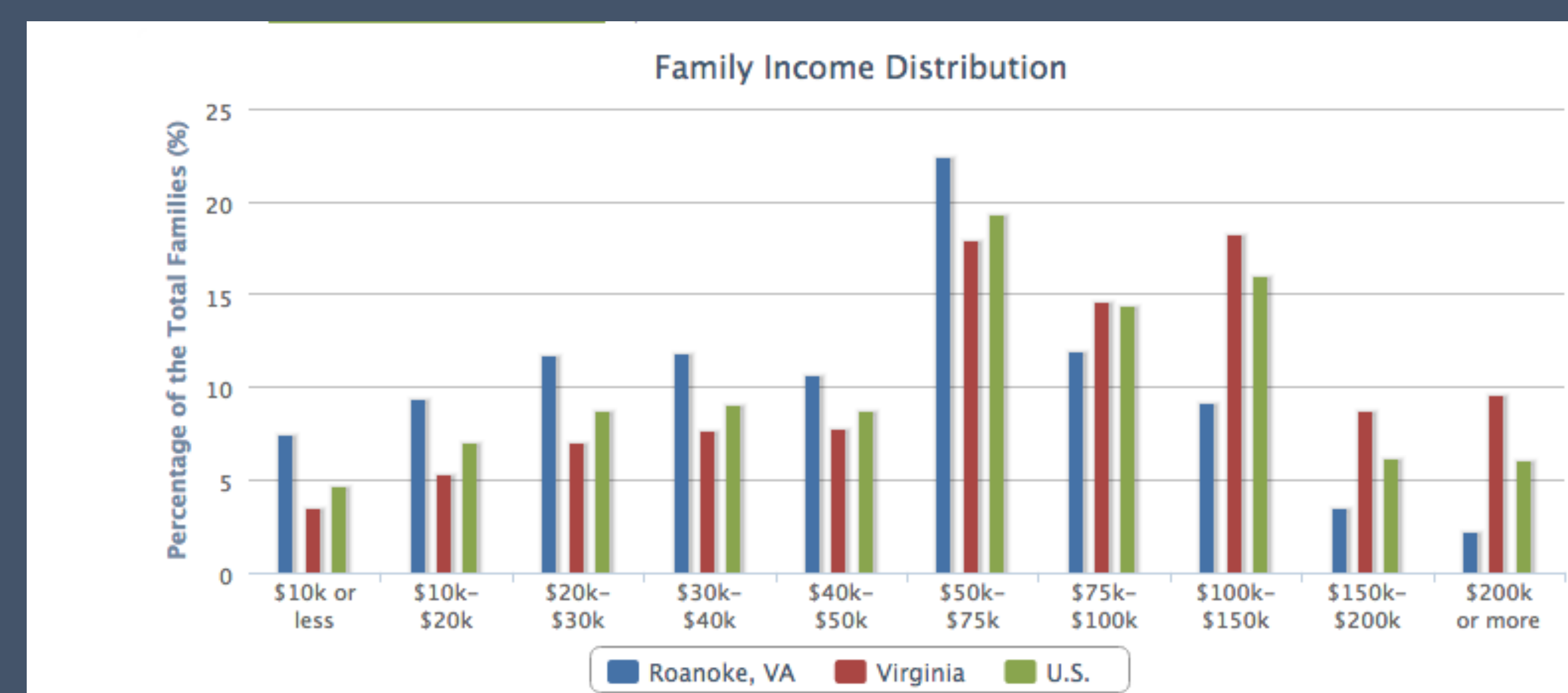
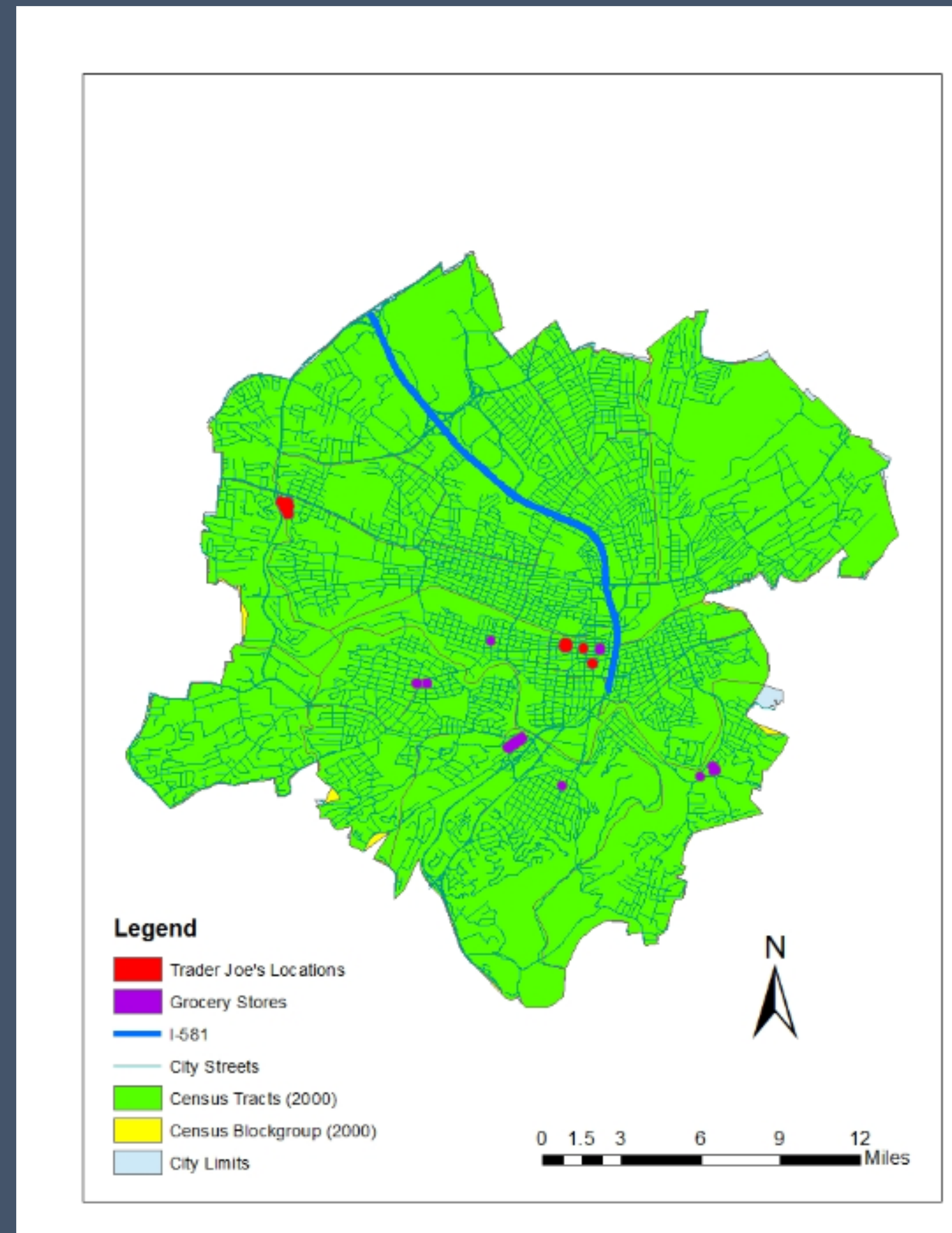
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