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A final project submitted to Dr. Jennifer Swift,
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Using ArcGIS, I assessed where to best place a Trader Joe's within a 1/2 mile radius from USC's main campus. I chose to focus on this matter because of the very fact that USC is located in a food desert where fast food chains reign and quality healthy food is not easily accessible. Not only does the low-income community surrounding USC suffer from the implications of this inaccessibility problem, but so do the students attending USC. Although there are healthy options on campus, these options can get expensive for students. Therefore, it is imperative to place a grocery store in the greater USC community that is not only healthy, but also affordable. Trader Joe's fits both of these characteristics and the company could fiscally benefit if it taps into the unmet demand living within and around USC's campus.

As displayed in my map to the right, the University Gateway property is the ideal location for a Trader Joe's because it aligns with the set of criteria that I developed and processed in ArcGIS. You can view the criteria below:

Criteria

#1 A Trader Joe's location should be within a 1/2 mile radius from USC's campus because this is the maximum distance a pedestrian would be willing to walk to obtain groceries

#2 A Trader Joe's location should be located in a designated commercial zone, specifically a C2 commercial property zone

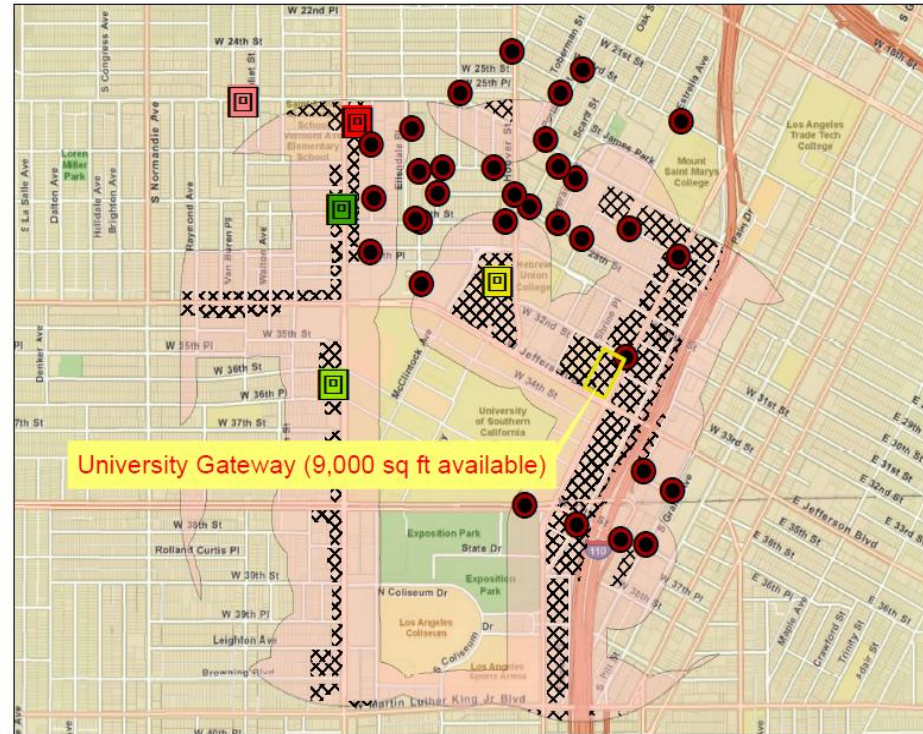
#3 The commercial space must be big enough to comply with Trader Joe's space requirements (between 8,000-15,000 sq ft)

#4 A Trader Joe's location should be located on a street connecting to USC's campus (i.e. on a street like Vermont Ave, Jefferson Blvd, Figueroa St, Exposition Blvd, Hoover St)

#5 A USC shuttle stop should be located no more than 1/10 of a mile from the Trader Joe's property

#6 Should try to avoid placing a Trader Joe's in the same shopping center as a closely-related, competing supermarket

A **TRADER JOE'S** for USC: Using Spatial Concepts and Tools to Increase Students' Accessibility to Healthy & Affordable Groceries



Legend

- Ralph's Supermarket
- Adlong's Grocery & Produce
- Superior Super Warehouse
- Smart & Final
- JH Bazaar
- USC shuttle stops (outside of main campus)
- commercial properties
- PROPOSED SITE LOCATION
- buffer(walking distance w/in .5mi from USC & shuttle stops w/in .1mi from commercial properties)

