



Site Selection Analysis

Is Staples Plaza Right For Trader Joe's?

June 2020

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INTRODUCTION

1

The Right Market



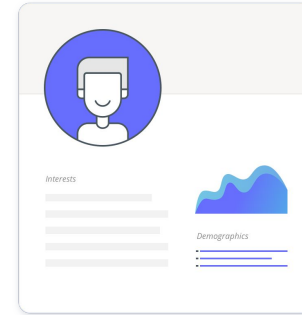
2

The Right Property



3

The Right Customer

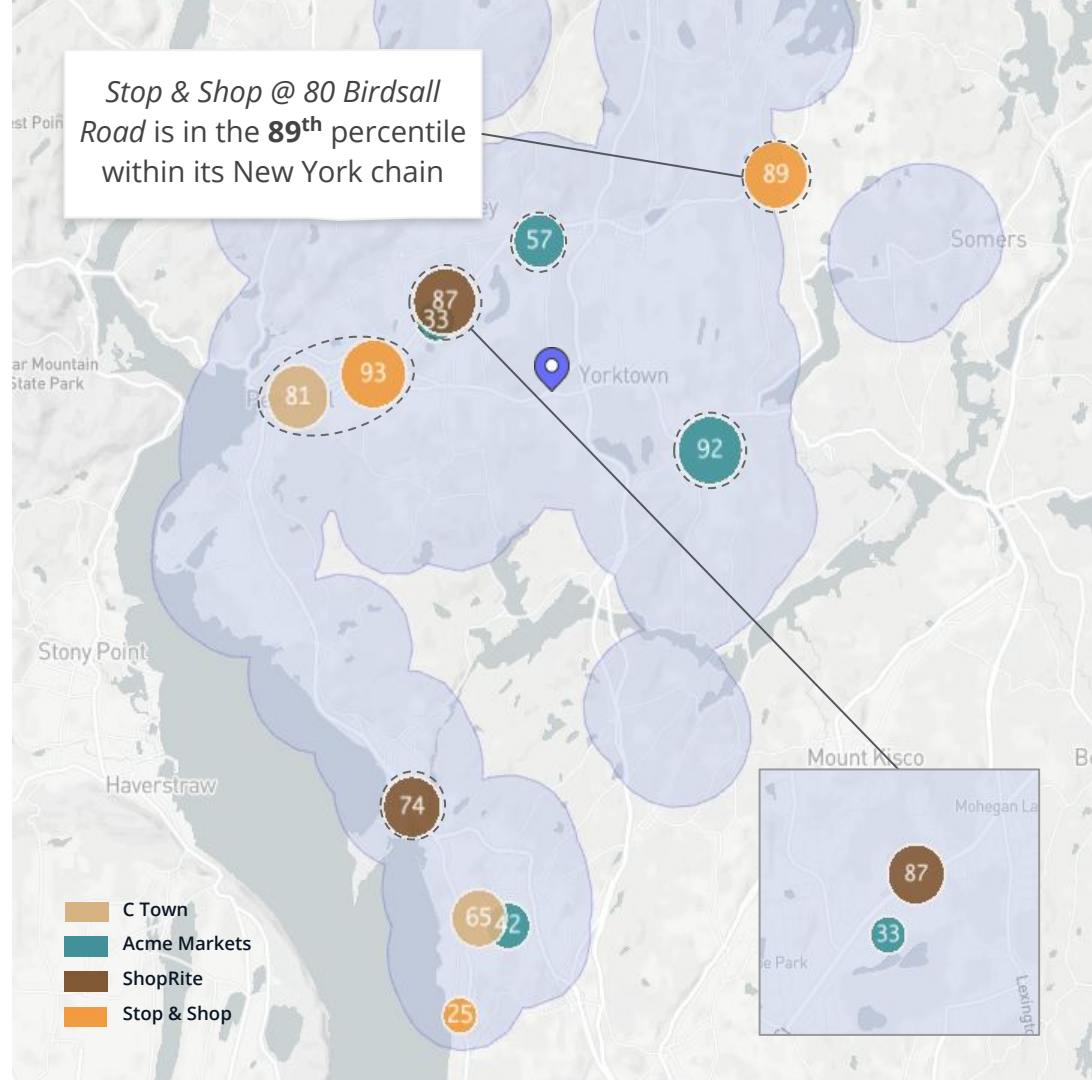


Strong Submarket

THE RIGHT MARKET

Staples Plaza – True Trade Area				
8 of 11 Other Grocers Overperform Within Submarket ¹				
	Chain Name	Address	Percentile Rank Within Chain (NY)	Est. Foot Traffic
1	ShopRite	3140 East Main St	87	803.4K
2	ShopRite	460 South Riverside	74	667.4K
3	Stop & Shop	1831 East Main St	93	630.3K
4	Stop & Shop	80 Birdsall Rd	89	596.7K
5	Acme Markets	100 Triangle Rd	92	370.4K
6	Stop & Shop	246 South Highland	25	341.2K
7	C Town	1049 Park Street	81	143.2K
8	Acme Markets	1366 E Main Street	57	128.8K
9	Acme Markets	1886 Pleasantville Rd	42	112.1K
10	C Town	88 Croton Ave	65	105.4K
11	Acme Markets	3105 E Main St	33	83.5K

- Over-Performing groceries - above the median Foot-Traffic in NY within chain
- Data: March 1st, 2019 - Sep 1st, 2019; True Trade Area is generated based on block groups which account for 70% of the visits during the data period; Trade area is inflated by 1 mile to increase continuity
- Circle radius are based on foot-traffic percentile within chain
- Excluding Walmart, Target

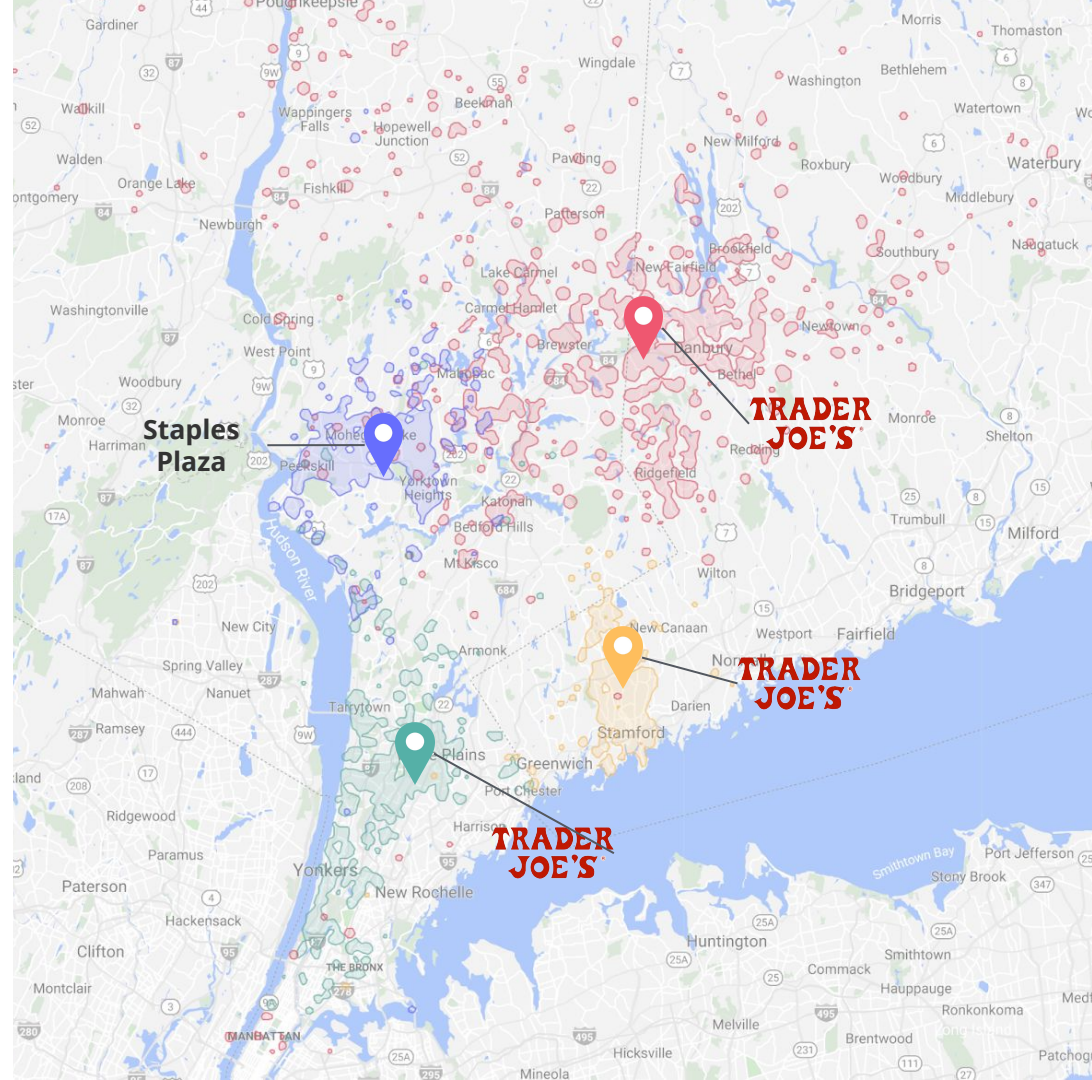
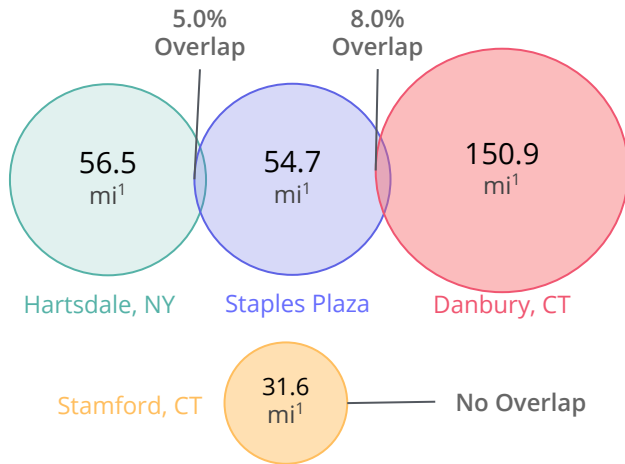


No Cannibalization

THE RIGHT MARKET

Minimal Trade Area Overlap

Nearby Trader Joe's locations have minimal overlap with the Staples Plaza's True Trade Area



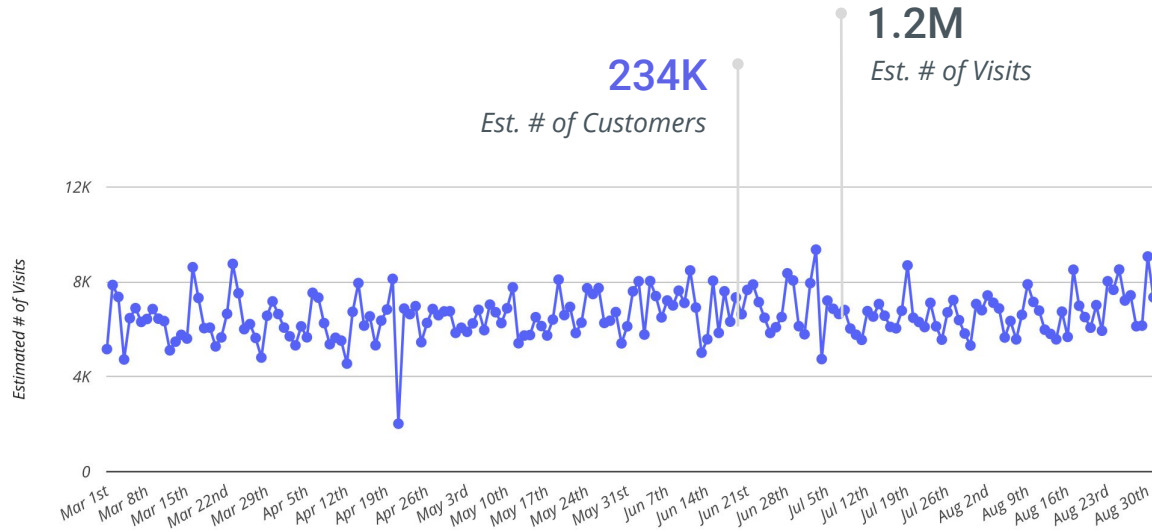
1. Data is for the six months beginning March 1- Sep 1, 2019. True Trade Area accounts for 70% of the visits.

Staples Plaza: High Foot Traffic & Rankings

THE RIGHT PROPERTY



Foot traffic is strong and rankings are high locally and across New York State

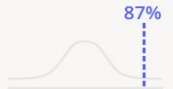


87th
Percentile

Local: 15mi

6 / 40

[View List](#)



84th
Percentile

New York

180 / 1,126

[View List](#)



Shopper Affinity

THE RIGHT CUSTOMER



Staples Plaza – Favorite Chains		
	<i>Chain Name</i>	<i>Customers</i>
1	ShopRite	159K (68%)
2	ShopRite	145K (62%)
3	ACME Markets	116K (50%)
4	Whole Foods Market	44K (19%)
5	Trader Joe's	34K (15%)
6	C Town Supermarkets	32K (14%)
7	Publix	24K (10%)
8	Central Market	23K (19%)
9	Aldi	15K (6%)
10	H Mart	14K (6%)

15%

Staples Plaza visitors that *also* visited Trader Joe's in the past 6 months

1. Data: March 1st, 2019 - Sep 1st, 2019 True Trade Area is generated based on block groups which account for 70% of the visits in the past 6 months

Demographic Fit

THE RIGHT CUSTOMER



Median HHI



Median Age



Households



Education

Staples Plaza

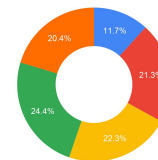
\$90,610

41

Nonfamily, 31%



Family, 69%



- Elementary
- High School Graduate
- College / Associate Degree
- Bachelor Degree
- Advanced Degree

Trader Joe's² (Top performing stores)

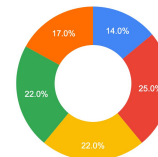
\$70,288

39

Nonfamily, 25%



Family, 75%



1. Data: March 1st, 2019 - Sep 1st, 2019; True Trade Area is generated based on block groups which account for 70% of the visits in the past 6 months
2. Trader Joe's is a benchmark based on 4 top performing Trader Joe's locations average in New York State.

Is Staples Plaza Right For Trader Joe's

SUMMARY

1

The Right Market

- **Staples Plaza is located in a strong submarket for grocers**
 - Trade area comprised of 8 out of 11 over-performing grocers
- **Staples Plaza trade area has minimal overlap with nearby Trader Joe's locations**
 - No threat of cannibalization

2

The Right Property

- **Staples Plaza is a high traffic volume shopping center**
 - Ranked 6/40 shopping centers within 15 miles and 180/1,126 in New York State
- **Trader Joe's locations in New York State have high traffic volume**
 - Median estimated foot traffic across the chain is 483,000 over 6 months

3

The Right Customer

- **Staples Plaza customers have an affinity for Trader Joe's**
 - 15% of Staples Plaza visitors also visited Trader Joe's in the past 6 months
- **Staples Plaza is a good customer demographic fit for Trader Joe's**
 - Similar median age, household structure and education



Thank You!

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