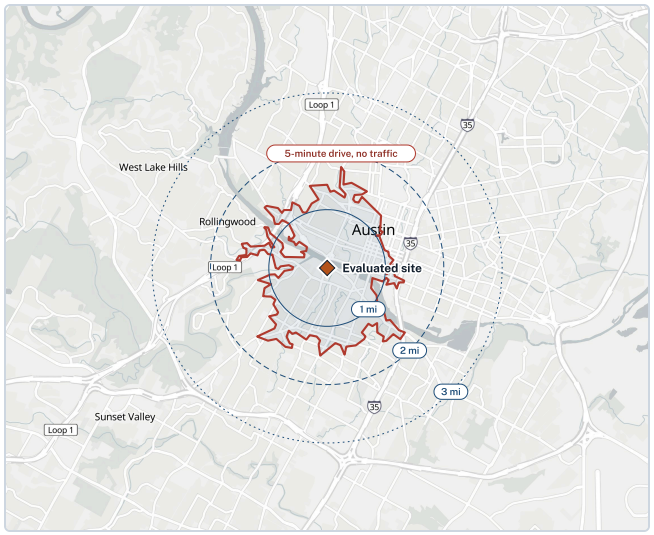
TUPLL SITE CHECK · COFFEE SHOP

ILLUSTRATIVE

West Riverside Drive corridor, South Austin

Prepared November 18, 2026 **Area type** Urban **Map** 5-minute drive area, no traffic, with 1, 2 and 3 mile rings for scale



Evaluated site · 5-minute drive area, no traffic · 1 mile · 2 miles · 3 miles

Basemap: OpenFreeMap © OpenMapTiles Data from OpenStreetMap. © OpenStreetMap contributors, openstreetmap.org/copyright (ODbL).

NEIGHBORHOOD GRADE FOR THIS LOCATION

D Below typical neighborhood

38th percentile

The neighborhood ranks **higher than 38%** of existing independent coffee shops in urban areas.

This location

Lower-ranked · Typical · Higher-ranked

Area type. Urban: inside a major metro of 2 million or more, with 50,000+ people within 2 miles.

The grade compares the neighborhood around this address with the neighborhoods of existing independent coffee shops in the same kind of place, by how much customer activity those shops attract. It is not a sales forecast and does not grade the business or the building.

Location Index 81 · 100 = typical for urban areas. A relative index, not a score out of 100.

What lifts the grade

87% Adults with a bachelor's degree within a half mile

Higher than at 98% of urban reference shops (typical 60%).

44 Salons, barbers and spas within a half mile

More than at 66% of urban reference shops (typical 29). In the reference data, more personal-care businesses nearby go with more coffee-shop activity.

What holds it back

6 Shops and restaurants on the immediate block

Fewer than at 63% of urban reference shops (typical 10). A quiet block gives a shop fewer passers-by.

No The site does not front a main road

It sits about 100 feet off South Lamar Boulevard without fronting it; 47% of urban reference shops front a main road.

Ranked from the model's own calculation for this address, among measures that can be named and checked. Typical = the median urban reference shop.

THE COFFEE MARKET

Very heavy Competitive Pressure. 9 listed coffee shops within a half mile, more than at 77% of urban reference shops. Page 3.

WHAT TO DO NEXT

The grade cannot see the site itself. Visit at 8 am on a weekday, count the lines at Manana and Epoch Coffee, and check how drivers on South Lamar Boulevard would find and reach the entry. The checklist is on page 4.

THE GRADE SCALE, BY PERCENTILE AMONG INDEPENDENT COFFEE SHOPS IN URBAN AREAS

Grade	Meaning	Percentile
A	Excellent neighborhood	80 and above
B	Strong neighborhood	60 to 79
C	Typical neighborhood	40 to 59
D	**Below typical neighborhood**	**20 to 39**
F	Weak neighborhood	Under 20

2 THE NEIGHBORHOOD STORY

What the neighborhood around this location looks like

Four signals, each set against the 2,414 existing independent coffee shops in urban areas that the model was built on, the reference shops. The grade itself is ranked among a wider set of 2,974 such shops across the US. The marker shows where this location falls; the tick is the typical shop.

REACH AND ACCESS

Typical reach by car, close to a main road it does not front

4.6

Square miles within a 5-minute drive, no traffic



Larger than at 44% of urban reference shops (typical 4.9).

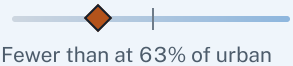
The site is on West Riverside Drive. It sits about 100 feet off South Lamar Boulevard, the nearest main road, but does not front it, so passing drivers on the main road get no storefront. 47% of urban reference shops front a main road, and not fronting one is the second drag on the grade. This West Riverside location loses points for not fronting South Lamar, but see how a main road frontage affects your grade with our Denver sample.

BLOCK ACTIVITY

Quiet on the block, busier a short walk away

6

Shops and restaurants on the immediate block (150 m)



Fewer than at 63% of urban reference shops (typical 10).

30

Shops and restaurants within about a quarter mile (400 m)



More than at 42% of urban reference shops (typical 36).

The block itself is thin for an urban location, and that is the largest single drag on the grade. The count within a quarter mile is closer to typical, so the activity is nearby rather than at the door.

DAYTIME JOBS

A large daytime workforce, with an ordinary share in restaurants and hotels

23,300

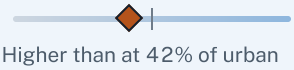
Jobs based within a half mile



More than at 82% of urban reference shops (typical 4,000).

10%

Of those jobs, in restaurants and hotels



Higher than at 42% of urban reference shops (typical 12%).

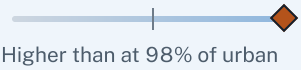
A large daytime workforce within a short walk, reaching toward downtown Austin. The restaurant and hotel share is close to typical.

EDUCATION

Among the most educated neighborhoods in the reference set

87%

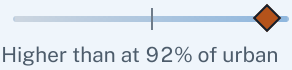
Adults with a bachelor's degree, within a half mile



Higher than at 98% of urban reference shops (typical 60%).

77%

Adults with a bachelor's degree, within 2 miles



Higher than at 92% of urban reference shops (typical 56%).

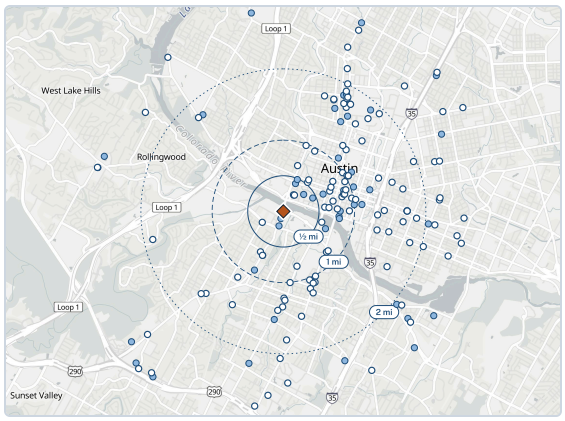
The single strongest lift on the grade. The wider 2-mile area is highly educated too.

Percentiles compare this location with the 2,414 existing independent coffee shops in urban areas and are rounded down; typical is the median of those shops. Job counts are jobs based in the area, not people present at a given hour.
Sources: Census ACS 2019 to 2023 (adults 25 and over); LEHD LODES 2023; Overture Places 2026-08-19; Valhalla routing and road classes from OpenStreetMap.

3 THE COFFEE MARKET

The coffee market nearby

111 listed coffee shops are within 2 miles, 44 within 1 mile and 9 within a half mile. The nearest is a tenth of a mile away.



Evaluated site · Independent coffee shop · Chain coffee shop

½, 1 and 2 mile rings

Basemap: OpenFreeMap © OpenMapTiles Data from OpenStreetMap. © OpenStreetMap contributors, openstreetmap.org/copyright (ODbL).

COMPETITIVE PRESSURE

Very heavy

77th percentile

9 listed coffee shops, chains and independents, within a half mile: more than at 77% of urban reference shops (typical 3).

Light	Moderate	Heavy	Very heavy
Under 25th	25th to 49th	50th to 74th	75th and up

The distance is set by the area type: a half mile in urban areas, 1 mile in suburbs, 2 miles in second cities, 5 miles in small towns. Every reference shop is counted the same way, leaving out itself.

Nearest independent	**0.3 miles**
Chain share within 2 miles	**28%**

Reading the grade with the pressure

	LOWER PRESSURE	HIGHER PRESSURE
GRADE IN THE UPPER HALF	Room to grow	Established and crowded
GRADE IN THE LOWER HALF	Low competition is not white space	**THIS LOCATION** Crowded for the neighborhood — Many shops compete in a neighborhood that draws less activity than most. A hard place to win share.

This location: grade D at the 38th percentile, below the middle, with very heavy pressure at the 77th. A crowded market in a neighborhood that draws less activity than most urban locations: the case for opening rests on taking share from the shops already here.

COFFEE SHOPS WITHIN 2 MILES, NEAREST FIRST · MILES · C = CHAIN, I = INDEPENDENT

Coffee shops open and close often. This list is a best effort from the data available when the report was prepared, and it may differ from what you find when you walk the area.

The Coffee Bean & Tea Leaf	0.1 C	Cuatro Gato	0.7 I	Seventh Flag Coffee	1.0 I	Creature Coffee	1.3 I	Muse Coffee Truck	1.7 I
Starbucks	0.2 C	Nearby Coffee Co.	0.8 I	Jo's Coffee	1.0 I	Flat Track Coffee	1.3 I	BarleyBean	1.7 I
Manana	0.3 I	Caffé Medici	0.8 I	Caffe Aragona	1.0 I	Once Over Coffee Bar	1.3 I	Revival Coffee	1.7 C
Epoch Coffee	0.3 I	Starbucks	0.8 C	Malone Specialty Coffee	1.0 I	Fair Bean Coffee	1.4 I	Trippy Buck Coffee	1.7 I
Flipnotics	0.3 I	Alfred Coffee	0.8 C	Patika Coffee	1.0 I	Jo's Coffee	1.4 I	Vintage Heart Coffee	1.7 I
Merit Coffee	0.4 C	Mark's Cafe	0.8 I	Lavazza Espression	1.0 I	Progress Coffee	1.4 I	Cenote	1.7 I
Starbucks	0.4 C	Starbucks	0.8 C	Little City Espresso Bar & Cafe	1.0 I	Coffee Cup	1.5 I	Jester Java Cafe	1.8 I
Intelligentsia Coffee	0.5 C	JavaChoice	0.8 I	President's House Coffee	1.0 C	Catahoula Mama's	1.5 I	Starbucks	1.8 C
La Colombe Coffee Workshop	0.5 C	Dominican Joe	0.8 I	Sweetwaters Coffee & Tea	1.1 C	The Meteor	1.5 I	Starbucks	1.8 C
Minimo Coffee & Matcha	0.5 I	Bennu Coffee	0.8 I	TOMS Austin	1.1 I	Haraz Coffee House	1.5 C	Union Coffee House	1.8 I
Mozart's Coffee Roesters	0.6 I	Haraz Coffee House	0.8 I	La La Land	1.1 I	Civil Goat Coffee	1.5 I	Lake Austin Coffee Spot	1.8 I
Lola Savannah Coffee Lounge--Downtown	0.6 I	Progress Coffee	0.9 I	Starbucks	1.1 C	Starbucks	1.5 C	Simona's Coffee + Cocktails	1.8 I
Austin Java-City Hall	0.6 I	Lucky Lab Coffee Co.	0.9 I	Starbucks	1.1 C	Legend Coffee Company	1.6 I	Daydreamer Coffee	1.8 I
Black Sheep Coffee Austin	0.6 C	Starbucks	0.9 C	Funky Sol	1.1 I	Irie Bean Coffee & Wine Bar	1.6 I	Flat Track Coffee	1.8 I
Starbucks	0.6 C	Starbucks	0.9 C	Little Brother Coffee & Kolaches	1.1 I	One Twenty 5 Café	1.6 I	Starbucks	1.8 C
Jo's Coffee	0.6 I	The Hideout Coffee House	0.9 I	Mañana	1.2 I	Starbucks	1.6 C	Centro	1.8 I
Caffe Medici	0.7 I	Revolucion Coffee + Juice	0.9 I	Bouldin Creek Cafe	1.2 I	Starbucks	1.6 C	The Coffee Bean & Tea Leaf	1.9 C
Bandit	0.7 I	Idlewild Coffee	0.9 I	Justa Java Co.	1.2 I	Maha Coffee 78704	1.6 I	Klerjē Coffee	1.9 I
Merit Coffee	0.7 C	Caffé Medici	1.0 I	15th Street Cafe	1.3 I	Afuga Coffee	1.6 I	Barley Bean	1.9 I
Stonehouse Coffee Bar	0.7 I	The Coffee Bar	1.0 I	Sightseer Coffee Bar	1.3 I	Texas Coffee Traders	1.7 I	Starbucks	1.9 C
The Hideout Coffee Bar	0.7 I	Austin Java	1.0 I	Cafe 508	1.3 C	Medici Roasting - Guadalupe	1.7 I	Lucky Lab Coffee Co.	1.9 I
		Apollo Cafe	1.0 I			Try Hard Coffee Roasters	1.7 I	Texas Expresso	1.9 I
		Starbucks	1.0 C			Saxbys Coffee	1.7 C	Flattrack Coffee	2.0 I

Listings come from public directories (Overture Places, release 2026-08-19). They change often and may be incomplete or out of date; Tupll is not responsible for inaccuracies from recent changes or data availability. Listings marked closed are left out and duplicate listings of one shop are merged. An automated review then removes listings that are not coffee shops and judges chain or independent; the reference shops behind the percentile are cleaned the same way.

4 BEFORE YOU COMMIT

What to check on your visit

The grade reads the neighborhood. You judge the site and the business; these five checks follow from what this report found.

- [ ] Visit Manana (0.3 miles) and Epoch Coffee (0.3 miles), the two nearest independents, at 8 am on a weekday, and count the line. With very heavy pressure, their mornings show what share is left to win.
- [ ] Stand on West Riverside Drive at the morning peak. The site is about 100 feet off South Lamar Boulevard but does not front it: can drivers on South Lamar Boulevard see the storefront, and how do they turn in?
- [ ] Walk the immediate block. With 6 shops and restaurants within 150 m, note what brings people to this block, and at what hours.
- [ ] Come back on a Saturday morning. The 23,300 jobs within a half mile fill weekdays; see who is around when they are gone.
- [ ] Ask the landlord for the last two tenants at this address, and why they left.

What this report cannot tell you

- It grades the neighborhood, not the business or the building. It cannot see the product, staff, prices, rent, parking or entry, and any of those can matter more.
- Customer activity is measured from public signs of how busy existing shops are. It stands in for traction; it is not sales, profit or survival, and the grade is not a forecast.
- It describes patterns, not causes: changing something nearby would not necessarily change a shop's results.
- Sources describe different periods; each is dated below.

How it holds up. Tested on 798 independent coffee shops in the Denver and Madison areas that the model never saw, the lowest-scoring tenth of locations were about twice as likely as chance to be among the shops drawing the least customer activity.

SOURCES AND DATA VINTAGES

Education	2019 to 2023	Census American Community Survey, five-year estimates, block groups
Jobs	2023	Census LEHD LODES workplace data
Businesses and coffee shops	August 2026	Overture Maps Foundation, Places release 2026-08-19
Drive area	September 2026	Valhalla routing over OpenStreetMap, no traffic; road classes from OpenStreetMap
Maps	2026	OpenFreeMap © OpenMapTiles Data from OpenStreetMap; © OpenStreetMap contributors, openstreetmap.org/copyright (ODbL)

Report generated November 18, 2026 · Prepared by Tupll