

TUPLL SITE CHECK · COFFEE SHOP

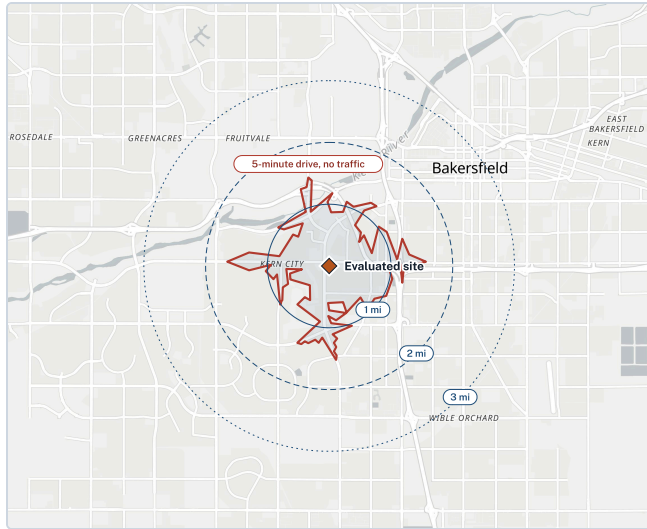
ILLUSTRATIVE

Stockdale Highway corridor, southwest Bakersfield

Prepared October 18, 2026

Area type Second city

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

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NEIGHBORHOOD GRADE FOR THIS LOCATION

D Below typical neighborhood
31st percentile

The neighborhood ranks **higher than 31%** of existing independent coffee shops in second cities.

This location



Area type. Second city: outside the major metros of 2 million or more, with 100,000+ people within 10 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 $72 \cdot 100$ = typical for second cities. A relative index, not a score out of 100.

What lifts the grade

50 Shops and restaurants within about a quarter mile

More than at 86% of second-city reference shops (typical 18). The strongest lift on the grade: plenty of businesses a short walk away.

20 Salons, barbers and spas within a half mile

More than at 66% of second-city reference shops (typical 12). In the reference data, more personal-care businesses nearby go with more coffee-shop activity.

What holds it back

7 Grocery stores within a half mile

More than at 95% of second-city reference shops (typical 1). In the reference data, more grocery stores nearby go with less coffee-shop activity, and this is the largest single drag on the grade.

2.9 Square miles within a 5-minute drive, no traffic

Smaller than at 89% of second-city reference shops (typical 5.2). Fewer people can reach the site quickly by car.

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

THE COFFEE MARKET

Very heavy Competitive Pressure. 17 listed coffee shops within 2 miles, more than at 81% of second-city 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 Covenant Coffee at Stockdale Tower and Jitters Cafe, and check how drivers on Stockdale Highway would find and reach the entry. The checklist is on page 4.

THE GRADE SCALE, BY PERCENTILE AMONG SECOND-CITY REFERENCE SHOPS

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 1,180 existing independent coffee shops in second cities that the grade is ranked among. The marker shows where this location falls; the tick is the typical shop.

REACH AND ACCESS

A small drive area, set back from the main road

2.9

Square miles within a 5-minute drive, no traffic

Smaller than at 89% of second-city reference shops (typical 5.2).

The site sits about 300 feet off Stockdale Highway, the nearest main road, but does not front it, so passing drivers get no storefront; 42% of second-city reference shops front a main road. The 5-minute drive area is among the smallest in the reference set and the second drag on the grade.

BLOCK ACTIVITY

Little on the block itself, plenty a short walk away

3

Shops and restaurants on the immediate block (150 m)

Fewer than at 63% of second-city reference shops (typical 5).

50

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

More than at 86% of second-city reference shops (typical 18).

The immediate block is quiet, with 3 shops and restaurants within 150 m, but the count within a quarter mile is the strongest lift on the grade. The activity is nearby rather than at the door.

DAYTIME JOBS

A large daytime workforce for a second city

6,400

Jobs based within a half mile

More than at 87% of second-city reference shops (typical 1,700).

10%

Of those jobs, in restaurants and hotels

Lower than at 51% of second-city reference shops (typical 11%).

The 6,400 jobs within a half mile are well above typical for a second-city location and fill the weekdays. The restaurant and hotel share is close to typical.

EDUCATION

Fewer degree holders than at most reference locations

18%

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

Lower than at 62% of second-city reference shops (typical 23%).

19%

Adults with a bachelor's degree, within 2 miles

Lower than at 67% of second-city reference shops (typical 24%).

Below typical at both distances, though close enough to typical that education neither lifts nor holds back the grade here.

Percentiles compare this location with the 1,180 existing independent coffee shops in second cities 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.

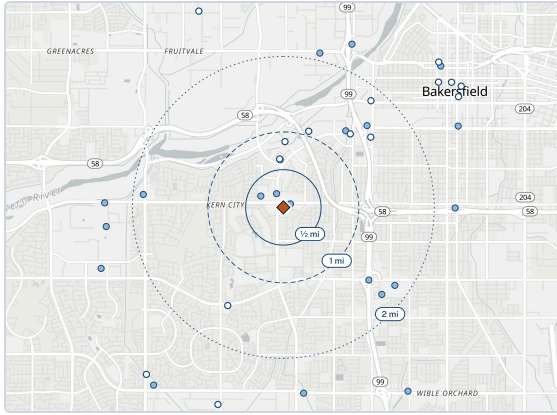
Sources: Census ACS 2019 to 2023 (adults 25 and over); LEHD LODS 2023; Overture Places 2026-08-19;

Valhalla routing and road classes from OpenStreetMap.

3 THE COFFEE MARKET

The coffee market nearby

17 listed coffee shops are within 2 miles, 6 within 1 mile and 3 within a half mile. The nearest is a tenth of a mile away.



◆ Evaluated site
 ○ Independent coffee shop
 ● Chain coffee shop
 — 1/2, 1 and 2 mile rings

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COMPETITIVE PRESSURE

Very heavy

81st percentile

17 listed coffee shops, chains and independents, within 2 miles: more than at 81% of second-city reference shops (typical 9).

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 **0.6 miles**

Chain share within 2 miles **53%**

Reading the grade with the pressure

LOWER PRESSURE

GRADE IN THE UPPER HALF

Room to grow

GRADE IN THE LOWER HALF

Low competition is not white space

HIGHER PRESSURE

Established and crowded

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 31st percentile, below the middle, with very heavy pressure at the 81st. Many shops already compete in a neighborhood that draws less activity than most second-city reference locations, and 53% of the 17 shops within 2 miles are chains. The hardest of the four readings: the case for opening rests on winning share from them.

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.

Starbucks	0.1 C	Covenant Coffee at	0.6 I	Arbor Bloom Coffee	1.1 I	Starbucks	1.5 C	Starbucks	1.8 C
Starbucks	0.2 C	Stockdale Tower		Starbucks	1.3 C	Lorene's Ranch House	1.5 I	Beanies Coffee Roaster	1.8 I
Starbucks	0.3 C	Jitters Cafe	0.6 I	Java Detour Inc	1.3 I	Dutch Bros. Coffee	1.6 C	Starbucks	1.9 C
		Faith Coffee Shop	0.9 I	Great shooters	1.5 I	Starbucks	1.7 C		

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 Covenant Coffee at Stockdale Tower (0.6 miles) and Jitters Cafe (0.6 miles), the two nearest independents, at 8 am on a weekday, and count the line. With very heavy pressure and most nearby shops chains, their mornings show what share an independent can hold.
- ☐ Stand at the Stockdale Highway entry at the morning peak. The site is about 300 feet off Stockdale Highway but does not front it: can drivers see the storefront from the road, and how do they turn in?
- ☐ Check whether the Starbucks a tenth of a mile away has a drive-through, and count its line at the same hour.
- ☐ Walk the quarter mile around the site. With 50 shops and restaurants within 400 m but 3 on the immediate block, note which ones bring people within sight of this location, and at what hours.
- ☐ 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 review volume at existing shops. 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 coffee shops in Denver and Madison that the model never saw, locations in the bottom grade band 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 LODS workplace data
Businesses and coffee shops	August 2026	Overture Maps Foundation, Places release 2026-08-19
Drive area	October 2026	Valhalla routing over OpenStreetMap, no traffic; road classes from OpenStreetMap
Maps	2026	OpenFreeMap © OpenMapTiles Data from OpenStreetMap; © OpenStreetMap contributors, openstreetmap.org/copyright (ODbL)

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