

ROAST LAUNCH

Location Evaluation Scorecard

Rate potential locations across 8 critical dimensions to make a data-driven decision.

Score each location on a 1–5 scale for each factor. Multiply by the weight to get a weighted score. The location with the highest total is your strongest candidate. Use one scorecard per location and compare side by side.

Location address: _____

Monthly rent: \$_____ | **Square footage:** _____ | **Lease term:** _____

Factor	Weight	Score (1–5)	Weighted Score	Notes
Foot traffic volume (observed pedestrian count)	3x			
Foot traffic quality (match to target customer)	3x			
Demographics (income, age, education)	2x			
Competition landscape (gap in market for your concept)	2x			
Visibility (can people see your shop?)	2x			
Accessibility (parking, transit, walkability)	2x			
Lease terms (rent, TI allowance, flexibility)	2x			
Build-out feasibility (condition, plumbing, electrical)	1x			
Neighboring businesses (complementary traffic drivers)	1x			
Growth trajectory (is the area improving?)	1x			

Factor	Weight	Score (1–5)	Weighted Score	Notes
TOTAL WEIGHTED SCORE				

Scoring Guide

5 = Excellent — Among the best you could find

4 = Good — Strong with minor limitations

3 = Adequate — Acceptable but not a strength

2 = Weak — Concerns that need mitigation

1 = Poor — Significant risk or red flag

Red Flag Checklist

- High vacancy rate in building or neighborhood
- Previous food service tenant failed in this space
- Landlord unwilling to negotiate key terms
- Zoning doesn't permit food service (verify with planning dept)
- Inadequate electrical for commercial espresso equipment
- No grease trap and no feasible way to install one
- Insufficient parking for your expected customer volume
- Building has visible water damage or structural concerns

Want to go deeper?

Watch our free training on the 5 things that kill most coffee shops before they open.

roastlaunch.com/workshop

Foot Traffic Observation Log

Visit the location at different times. Count pedestrians walking past the storefront in a 30-minute window.

Day / Time	Morning (7–10am)	Lunch (11am–1pm)	Afternoon (2–5pm)	Evening (5–8pm)
Weekday 1				
Weekday 2				
Saturday				
Sunday				

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