



# COMMERCIAL LEASE!

## Key Features:

- Generous Space: 8,232 SF of contiguous office space with 24-offices, 4-bathrooms, 2-lobbies, 3-entrances, 1-conference room, 1-employee breakroom and more.
- Prime Location: Situated in the bustling downtown area, surrounded by local shops, restaurants, and amenities.
- Modern & Versatile: Well-maintained building ideal for a variety of professional uses.
- Accessibility: Conveniently located for clients and employees alike.
- Tenants Capabilities: Single or Multiple call for details.



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## Executive Summary

This report provides a comprehensive overview of the demographic and socioeconomic characteristics of the trade area in Tehachapi, CA 93561, based on the RPR Trade Area Report dated June 15, 2025. The data is tailored to support the evaluation of a commercial lease opportunity, highlighting key market segments, population trends, economic indicators, and traffic patterns to inform strategic decision-making for your business.

### 1. Area Overview

- **Location:** Tehachapi, CA 93561
- **Total Population (2024):** 34,954
- **Median Household Income:** \$83,243
- **Median Age:** 41.7
- **Population Growth (2020-2024):** 10.5%
- **Projected Population Growth (2024-2029):** 3.5%
- **Daytime Population:** [Data not fully provided in the document, but noted as significant due to workers in the area]
- **Average Household Size:** 2.49-3.07 (varies by segment)

Tehachapi is a growing community with a diverse population and a strong economic base, making it an attractive location for commercial leasing. The area's proximity to metropolitan centers and its suburban periphery setting provide a balance of accessibility and affordability.

### 2. Consumer Segmentation

The RPR report identifies five dominant consumer segments in Tehachapi, each with unique characteristics that can influence the success of a commercial lease. Below is a summary of each segment, focusing on attributes relevant to commercial real estate:

#### Exurbanites (22.4% of Households)

- **Profile:** Affluent, educated, and well-traveled empty nesters (median age 49.5) with high median household income (\$133,800) and net worth (\$982,600).
- **Residence:** Primarily single-family homes (85.9% homeownership) with a median home value of \$609,700.

- **Socioeconomic Traits:** College-educated (over 50% with bachelor's degrees), active in professional or management roles, and financially savvy with diverse investments.
- **Consumer Behavior:**
  - Prioritize quality over cost, with interests in gardening, home improvement, and arts/culture.
  - Frequent users of online platforms for shopping and financial management.
  - Drive late-model luxury cars or SUVs.
- **Implications for Commercial Lease:** This segment supports businesses offering premium products/services, such as high-end retail, dining, or professional services (e.g., financial planning, boutique fitness, or specialty stores).

#### **Comfortable Empty Nesters (19.5% of Households)**

- **Profile:** Older professionals (median age 46.4) with above-average income (\$97,600) and net worth (\$509,700).
- **Residence:** Single-family homes (87.4% homeownership) with a median home value of \$323,300.
- **Socioeconomic Traits:** 36% college graduates, with income from wages and investments. Physically active and focused on home maintenance.
- **Consumer Behavior:**
  - Enjoy sports (golf, skiing, cycling) and home-centric activities.
  - Invest in stocks, mutual funds, and real estate.
  - Prefer eating at home but value convenience.
- **Implications for Commercial Lease:** Opportunities for businesses catering to home improvement (e.g., hardware stores, home decor), fitness centers, or casual dining that aligns with their active lifestyle.

#### **Middleburg (14.8% of Households)**

- **Profile:** Younger, family-oriented consumers (median age 37.6) with moderate income (\$83,700) and net worth (\$277,100).
- **Residence:** Single-family homes and some mobile homes (76.1% homeownership) with a median home value of \$306,900.



- **Socioeconomic Traits:** 65% with high school or some college education, traditional values, and tech-savvy for convenience.
- **Consumer Behavior:**
  - Family-focused spending on children's toys, apparel, and home DIY projects.
  - Enjoy hunting, fishing, bowling, and family-oriented entertainment (e.g., theme parks, movie rentals).
  - Drive trucks, SUVs, or motorcycles.
- **Implications for Commercial Lease:** Ideal for family-friendly businesses such as casual dining, retail for children's products, or recreational facilities (e.g., bowling alleys, family entertainment centers).

### Home Improvement (8.7% of Households)

- **Profile:** Married-couple families (median age 39.2) with slightly above-average income (\$94,500) and net worth (\$352,800).
- **Residence:** Single-family homes (80% homeownership) built between 1970-2000, with a median home value of \$350,800.
- **Socioeconomic Traits:** High labor force participation, cautious consumers who research purchases, and often work from home.
- **Consumer Behavior:**
  - Heavy spending on home improvement and dining out (fast-food and family restaurants).
  - Frequent warehouse/club stores, home improvement stores, and use technology for convenience.
  - Drive minivans or SUVs.
- **Implications for Commercial Lease:** Strong potential for home improvement retailers, fast-casual dining, or tech-driven services (e.g., coworking spaces, electronics retail).

### Urban Edge Families (7.9% of Households)

- **Profile:** Younger, family-centric households (median age 35.3) with moderate income (\$71,700) and net worth (\$169,300).

- **Residence:** Single-family homes (65.5% homeownership) with a median home value of \$315,900, often multigenerational.
- **Socioeconomic Traits:** 63% with high school or some college education, high labor force participation, and budget-conscious spending.
- **Consumer Behavior:**
  - Focus on family-oriented entertainment (theme parks, zoos, video games).
  - Prefer fast-food and family-friendly restaurants (e.g., Taco Bell, IHOP).
  - Tech-savvy, using the internet for socializing and entertainment.
- **Implications for Commercial Lease:** Opportunities for budget-friendly retail, fast-food chains, or entertainment venues catering to families.

### 3. Economic and Demographic Insights

- **Median Household Income:** \$83,243 (area average), with segments like Exurbanites (\$133,800) and Comfortable Empty Nesters (\$97,600) driving higher purchasing power.
- **Homeownership:** High across all segments (65.5%-87.4%), indicating a stable residential base conducive to sustained local commerce.
- **Education Levels:**
  - Exurbanites and Comfortable Empty Nesters have significant college education (36%-50% with bachelor's degrees).
  - Middleburg and Urban Edge Families lean toward high school or some college, suggesting a practical, value-driven consumer base.
- **Employment:** Predominantly professional or management roles, with some segments (e.g., Urban Edge Families) in service industries, supporting a diverse economic ecosystem.
- **Diversity Index:** Ranges from 48.8 (Exurbanites) to 88.5 (Urban Edge Families), indicating a culturally diverse market that may support varied business types, including ethnic dining or specialty retail.

#### 4. Traffic and Accessibility

- **Daily Traffic Counts (2024):**
  - CA 58: 23,727 vehicles/day
  - Bakersfield-Tehachapi Hwy at E Tehachapi Blvd: 23,263 vehicles/day
  - CA 58 (alternate location): Gabriella
- **Historical Trends:** Traffic counts have remained relatively stable (2018: 23,200-24,000 AADT; 2022: 22,950 AADT), suggesting consistent visibility for commercial properties along these routes.
- **Commute Patterns:**
  - Average commute times vary, with some residents (e.g., Home Improvement segment) spending 4-7 hours weekly commuting, indicating potential for businesses catering to commuters (e.g., convenience stores, quick-service restaurants).
  - 80% drive alone, supporting the need for ample parking and easy access for commercial properties.

**Implications for Commercial Lease:** High traffic volumes along CA 58 and Bakersfield-Tehachapi Hwy ensure strong visibility for retail, dining, or service-based businesses. Accessibility is enhanced by the prevalence of vehicle ownership (1-2 vehicles per household) and a preference for SUVs, trucks, and minivans, suggesting the need for spacious parking areas.

#### 5. Market Opportunities

Based on the demographic and economic profile, the following commercial lease opportunities align with Tehachapi's market characteristics:

- **Retail:**
  - **High-End Retail:** Exurbanites' preference for quality products supports boutique or specialty retail (e.g., organic/natural products, luxury goods).
  - **Family-Oriented Retail:** Middleburg and Urban Edge Families create demand for children's apparel, toys, and budget-friendly goods.
  - **Home Improvement Stores:** Strong interest in home improvement across multiple segments (Exurbanites, Comfortable Empty Nesters, Home Improvement) supports hardware, decor, or DIY stores.

- **Dining:**
  - **Fast-Casual and Family Restaurants:** Urban Edge Families and Home Improvement segments frequently dine at fast-food and family-friendly restaurants (e.g., Taco Bell, Chili's, IHOP).
  - **Premium Dining:** Exurbanites may support upscale dining or cafes with natural/organic offerings.
- **Services:**
  - **Professional Services:** Exurbanites' reliance on financial planners and Comfortable Empty Nesters' investment focus suggest opportunities for financial, legal, or consulting services.
  - **Fitness and Wellness:** Active lifestyles (golf, skiing, cycling) across segments support fitness centers or wellness-focused businesses.
- **Entertainment and Recreation:** Family-oriented segments (Middleburg, Urban Edge Families) favor theme parks, movie rentals, and recreational activities (bowling, hunting), creating potential for entertainment venues or sporting goods stores.

## 6. Recommendations

To maximize the success of a commercial lease in Tehachapi, consider the following:

- **Targeted Business Type:** Align the business with the dominant consumer segments. For example, a family-friendly restaurant or home improvement store could appeal to multiple segments, while a premium retail or professional service would target Exurbanites.
- **Location Strategy:** Prioritize properties along high-traffic routes like CA 58 or Bakersfield-Tehachapi Hwy for maximum visibility and foot traffic. Ensure ample parking to accommodate the vehicle-centric population.
- **Marketing Approach:**
  - Leverage online platforms, as Exurbanites and Home Improvement segments are tech-savvy.
  - Appeal to family-oriented values for Middleburg and Urban Edge Families through promotions targeting children or budget-conscious consumers.

- Highlight quality and sustainability for Exurbanites to align with their preference for natural/organic products.
- **Competitive Analysis:** Research local competitors to identify gaps in the market, such as underserved dining options or specialty retail that aligns with Exurbanites' affluent tastes.
- **Lease Considerations:** Given the high homeownership rates and stable population growth, long-term leases may be viable due to the area's economic stability. Negotiate terms that account for seasonal traffic patterns, as outdoor activities (e.g., skiing, hunting) may drive seasonal business fluctuations.

## 7. Conclusion

Tehachapi, CA 93561, presents a robust opportunity for commercial leasing due to its growing population, diverse consumer segments, and high-traffic accessibility. The affluent Exurbanites and Comfortable Empty Nesters provide a strong base for premium and professional services, while family-oriented segments like Middleburg and Urban Edge Families support budget-friendly and family-focused businesses. High traffic counts and a vehicle-centric population ensure visibility and accessibility for commercial properties. By aligning your business model with the demographic and socioeconomic trends outlined in this report, you can position your commercial lease for success in this vibrant market.

## Contact Information

For further assistance or to discuss specific leasing opportunities, please contact:

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*Note: This report is based on the RPR Trade Area Report. All information is deemed to be reliable but not guaranteed.*



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