



FIRST STREET

NAPA

A ONE-OF-A-KIND, STREET RETAIL AND MIXED-USE REDEVELOPMENT IN THE HEART OF DOWNTOWN NAPA — THE GATEWAY TO NAPA VALLEY — PRIMED FOR TRANSFORMATION INTO THE PREMIER SHOPPING AND DINING DESTINATION IN THE REGION.



FIRST STREET NAPA VISION

To add a must-visit destination to Downtown Napa where residents and visitors can shop, dine, stay, work and play in authentic, yet modernly urban Napa style. First Street Napa will offer a unique blend of regional, national and international retail that the market demands, elevating Napa from first-class to world-class.

FIRST STREET NAPA OVERVIEW

- ◆ 325,000 square foot mixed-use development including retail, dining, hotel and creative class office
- ◆ Centrally located in Downtown Napa, within walking distance of hotels, restaurants, tasting rooms and entertainment venues
- ◆ Three city blocks along First Street, the major vehicular artery into Downtown Napa, the gateway to Napa Valley

TRANSFORMATION

- ◆ 45 shops and restaurants, new creative class office space and a 183-room boutique Archer Hotel
- ◆ This \$200 million district redevelopment has brought leading architects, designers and artists together in a shared vision of crafting a warm, inviting and authentic Napa aesthetic
- ◆ A vibrant public art program curated by local artists and galleries
- ◆ Two adjacent public garages provide ample free visitor parking



“ My team and I are very excited to be a part of the dynamic downtown shopping and dining area that First Street Napa is artfully creating... I can't wait to be a part of this iconic landmark, as well as Napa's incredible restaurant community. ”

Charlie Palmer
Renowned Chef





1949

NEW HOTEL ROOMS



PLANNED
OVER THE
NEXT

5 YEARS

THIS IS A 61% INCREASE

TRADE AREA DEMOGRAPHICS

	5 MILE RADIUS	10 MILE RADIUS	PRIMARY TRADE AREA	45 MIN DRIVE	90 MIN DRIVE DAYTRIP ZONE
POPULATION	93,548	143,888	229,712	1,632,964	9,221,988
HOUSEHOLDS	34,062	51,991	83,552	599,260	3,296,995
HH INCOME \$75K+	16,931	27,465	41,444	301,938	1,687,830
HH INCOME \$100K+	12,091	20,318	29,998	219,811	1,279,273
AVG. HH INCOME	\$95,907	\$105,312	\$104,353	\$97,021	\$104,353
MED HH INCOME	\$79,514	\$86,034	\$85,923	\$80,761	\$85,923
EDUCATION (BACH+)	19,781	34,613	53,193	410,022	2,480,319



MARKET OVERVIEW

- ◆ The 229,712 residents with average incomes of \$100K in the trade area must travel extended distances for high-quality shopping
- ◆ There are 14,000 second homeowners (30,000+ people) within the Napa Trade Area
- ◆ 9.2 million people live within 90 minutes of Downtown Napa and over 11.5 million within 2 hours - a convenient day trip zone - extending to the Silicon Valley
- ◆ The Napa-Sonoma region receives 6.8 million visitors per year with most overnight guests staying three nights
- ◆ Napa County saw the largest growth in visitor spending of all of California's 58 counties
- ◆ More than 64% of lodging guests have HHI over \$100K, with 31% over \$200K
- ◆ 50 new and expanded stores, restaurants and tasting rooms have opened their doors in Downtown Napa in the past two years
- ◆ Downtown restaurant sales average \$992 per square foot among the 25 most established concepts, with a dozen attaining sales over \$1000 per square foot and several close to \$2000 per square foot – an increase of nearly 20% over 4 years

11.5

MILLION PEOPLE LIVE WITHIN



2

HOURS OF DOWNTOWN NAPA

Leasing

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