

*Discover*

# FIRST STREET

NAPA

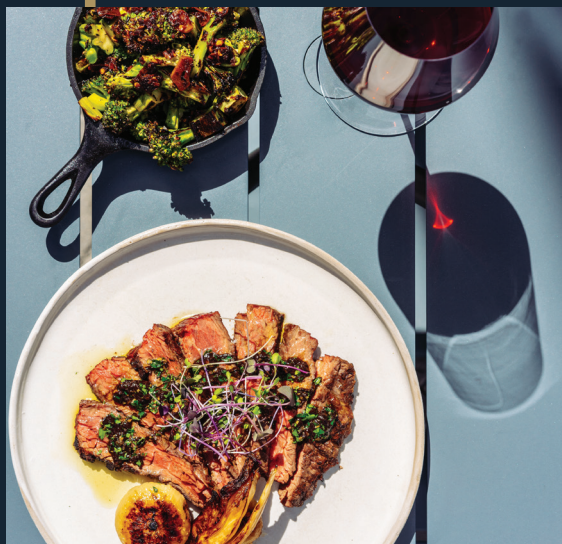
*A collective featuring wines, unique culinary options,  
and a stylish set of retail and lifestyle concepts.*

**Z**APOLSKI  
REAL ESTATE, LLC









DISCOVER THE VALLEY'S FINEST SHOPS

*"We wanted to create an experiential dining, shopping and hospitality district. A gathering of different types of destinations for people who live here and for those who visit. That hasn't been available in one single location within Napa until now. "*

Todd Zapolski  
Developer and Principal,



*Experience Extraordinary*  
**Live Extraordinary**









# *THE VIBE*

## DOWNTOWN NAPA

First Street Napa is in the heart of downtown and the gateway into Napa Valley.

Downtown Napa offers a range of quaint experiences, exquisite tasting rooms, world-class dining, elegant lodging, and a relaxing atmosphere.

Napa is a coveted place to visit and First Street Napa highlights brings these features together in a walkable setting.

The iconic wine growing region is about one hour from San Francisco, perfectly suited for day trips.

Visitors have the chance to live like locals, valuing a high quality way of life, discovering rich culture, and indulging in valley charms.

# MEET FIRST STREET NAPA



























Enjoy each lifestyle concept in the middle of lush wine country while appreciating the modern, thoughtful experiences that provide something new with each visit. First Street Napa contains a handful of international brands like Anthropologie, Free People, Johnny Was, Lululemon, and Charlie Palmer Steak, with a complement of smaller independent specialty merchants and multi-generational businesses offering unique retail concepts and experiences.

These fresh boutiques offer a mix of west coast artisanal products children's clothing, premium denim, fine jewelry, and international finds.

## DINING & TASTING

 1005	 309	 1260	 1142	 312	 319	 385	 272	 1256
			 305	 H	 1240			

## SHOPPING, HOME & WELLNESS

 1146	 365	 332	 358	 398	 325	 222	 1214	 1270
 378	 335	 1210	 1234	 1220	 252	 301	 352	 317
 1202	 355	 1252	 315	 261	 345	 242	 313	 262





Blue Diamond Jeweler



Compline Wine Shop



Riza Plants





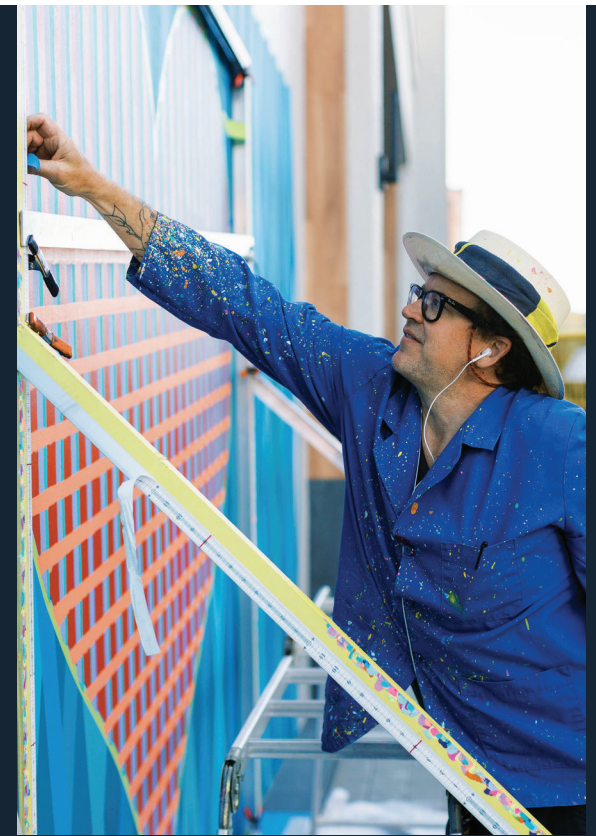






*MERCHANDISING & LIFESTYLE MIX*





*"I hope people take a moment and find love for this place, themselves, and others and spread that love throughout their day. Come stand in front of the heart, snap a photo and share the love with the world."*

*Mikey Kelly*  
Local Napa Artist



# *A PLACE TO GATHER*

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Napa has gone through a revitalization, quickly becoming a center of excitement and ingenuity that invites locals and visitors alike to explore. More and more retail concepts are new merchants exclusive to the Napa Valley with additional retailers leaving other locations to be a part of First Street Napa.

The design at First Street Napa provides beautiful spaces for the public to meet and enjoy. Outdoor gathering patios, and a beautiful fire pit in the center corridor are just steps away - an oasis from busy lifestyles and a central gathering place in the heart of Napa. Open air pop-up markets have populated the events, providing ways to engage, and to bring Napa together.

The influence of art and community can be found around every corner, from the golden squirrel sitting under the oak tree, to our colorful frog, Freckles - as elements of joy and surprise for all children wandering through.

Large colorful murals and sculptures, including the #WeLoveYouNapa installation from Mikey Kelly, and selected pieces from Di Rosa Center for Contemporary Art have been created & procured specifically for First Street Napa providing exposure for Northern California artists and instagrammable moments for visitors.



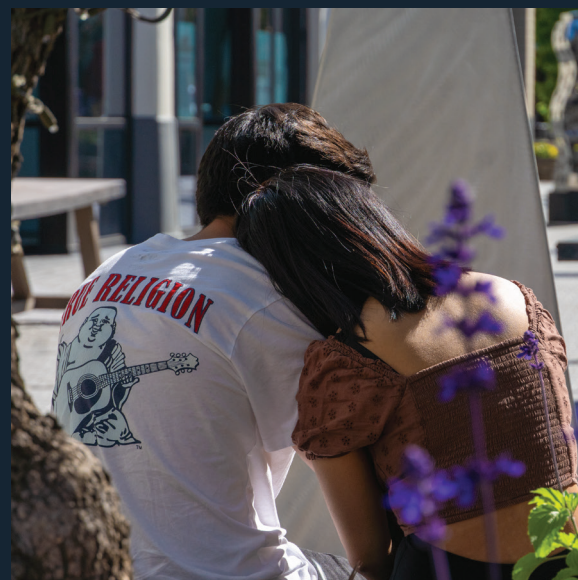




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## UNIQUE WINE EXPERIENCES

Compline has been named to Wine Enthusiast's list of America's 100 Best Wine Restaurants. Brown Estate was once a members only club until the sleek downtown location opened for non member experiences. Mayacamas offers a modern blend of library vintages mixed with inviting home wares. Vineyard 29 offers an elevated, casual experience.



2

## OUTDOOR SEATING & SPACES

The property provide gathering and informal meeting places. With easy parking, plenty of spots to connect, and unique boutiques, Napa is the place to amplify your creative flow, work hard and enjoy the lifestyle that so many covet.





3

### NEW PERSPECTIVES

The rooftop bar Sky & Vine boasts 360-degree views of the valley from its alfresco dining area and the seasonally inspired cocktail menu featuring local ingredients and spirits. Get comfy next to the beautiful fire pits and perhaps snuggle under a blanket during the cooler seasons.



4

### SEASONAL DELIGHTS

With outdoor patio seating, modern takes on bar bites, a range of dining options, and the culinary artistry of Charlie Palmer Steakhouse, you get to choose when to indulge. An immersion of fresh takes and seasonal dishes that will keep these restaurants at the top of your go-to list.

DISCOVER THE VALLEY'S FINEST SHOPS



# THE ULTIMATE EXPERIENCE

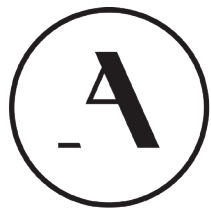
*Sometimes a day trip just isn't enough...*

Archer Hotel is a luxury boutique hotel in the center of First Street Napa. The perfect place for relaxation and innovation. With modern luxe guest rooms and balcony-clad suites, Archer offers a destination to stay in the middle of it all. Archer is on a new level, complete with their rooftop water deck, Sky & Vine's Rooftop Bar, and incredible valley views. You're invited to sip, savor, soak in, and enjoy tranquility in downtown Napa.

Concierge are here and ready to help curate your Napa experience. With the inside scoop, they can direct you to private events, specialty chef pop-up dining locations, the best of local shopping, as well as introduce you to delicious wines and tasting rooms.

Top 10 Best Hotel in Northern California  
Condé Nast Readers' Choice Awards for 2020,  
2021,& 2022 (And four legged friends are welcome.)



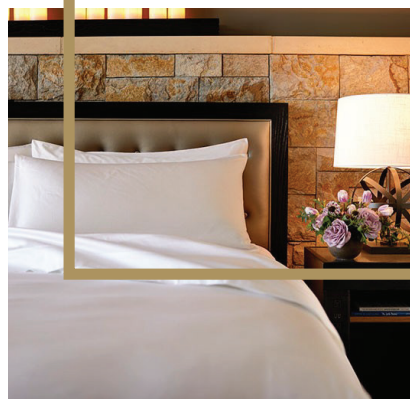


# ARCHER<sup>®</sup>

## NAPA

*“I saw a real opportunity to help bring new energy to downtown Napa. We had the chance to create a unique gathering spot that caters to locals’ needs and also gives visitors more reasons to stay, shop, and dine right downtown.”*

Todd Zapolski,  
Zapolski Real Estate





# TRANSFORMING DOWNTOWN NAPA

Over 60 new and expanded stores, restaurants and businesses have opened their doors in the past two years. More than 20 of those businesses have been at First Street Napa in 2020 - 2021.

2022 & 2023 have elevated our count to 34 businesses and continues to grow.

A wide variety of new retail, tasting rooms and iconic brands have recognized the transformation taking place in downtown Napa and have chosen to become a part of it.

Downtown Napa stays open later with many Napa tasting rooms and restaurants welcoming guests later than anywhere else in the valley.

The Shops at First Street Napa have expanded the existing mix of prestigious merchants and designers and are providing a central vision to downtown Napa.







*Napa Valley has become a year-round destination, as the distinction between low season and high season is becoming less evident.*



# EXPERIENCE NAPA

The Napa Valley Welcome Center, (also opened at First Street Napa in 2020) allocates \$7 Million dollars to spend on tourism marketing, including destination brand marketing in outside markets and group sales marketing to grow awareness, incentive trips and group meetings hosted in Napa Valley.

Napa's BottleRock Napa Valley, touted as Northern California's foremost music, wine and culinary festival, has shifted the visitor profile slightly younger. BottleRock's inaugural festival was hosted in 2013 and is now a sold-out event attracting 140,000 people over a 3-day period, with many events happening before the festival begins giving visitors a reason to stay longer.

Cabernet Season includes events like Fortinet Golf Championship, Restaurant Week, Napa Valley Film Festival, Napa Valley Truffle Festival, Arts in April, and Flavor Napa Valley, among others.

Napa also provides a complete robust lifestyle with a connection and integration to the nature surrounding it, adding an outdoor element. Wander the beautiful trails that overlook the vineyards of Napa Valley. Find that secret waterfall. Cycle up valley on the Vine Trail - a 45 mile walking and biking system that connects the entire Napa Valley. Or enjoy Napa from the water - the Napa River offers opportunities to rent kayak & paddleboards with options for both guided and self guided tours from downtown.



# SOMETHING FOR EVERYONE

*Over 3.8 million tourists visit each year to experience the Napa Valley. Not only does Napa exceed the expectations of the most discerning visitors, but aspirational visitors are drawn to the valley for its reputation as well.*

*Napa serves as the true heartbeat of, and gateway to the Napa Valley's 750 wineries, world-class resorts, and chef-driven restaurants.*

*Already internationally acclaimed for wine, food, events, hospitality, and wellbeing, Napa has become the quintessential shopping destination.*







DISCOVER THE VALLEY'S FINEST SHOPS





## VISITOR PROFILES

First Street Napa has seen the momentum of being a centrally located destination that is drawing visitors for both day trips and long weekend stays. In Napa, it's about how you live and the quality of life. The people who reside here value authenticity and simplicity. They are family oriented, effortlessly stylish, and maintain a balanced lifestyle.

First Street Napa provides diverse consumer needs: cycle and strength classes, new concept boutiques, a picturesque place for dinner, or tasting room options steps away from shopping. A range of consumers are excited by the new options and amenities: kids tagging along to the center, millennials seeking Instagrammable moments, groups of friends enjoying open spaces, and tourists seeking out “where the locals go”.



1

### *THE LOCAL*

Either a Napa Native or a new local recently relocated from another city, now calling Napa home. Living for the quality of life, modern amenities, and more space established individuals.

*5 MILES / 10 MILES*

*MEDIAN AGE 40 / 41.5*

*POPULATION 2018 92,374 / 141,704*

*AVERAGE HH INCOME \$118,862 / 131,598*

*RETAIL SALES PER HOUSEHOLD - \$37,582*

2

### *THE DAYTRIPPER*

With the desire to explore their own backyard while keeping a pulse on what's new in Napa, day trippers accounted for the largest portion of Napa Valley visitors at 62.3%. Visitor volume indicates 2.4 million day trip visitors with interests in bringing home wines, design inspiration, and quality ingredients to influence their lifestyles.

*77.2% - RETURNING VISITORS*

*AVERAGE HH INCOME - \$162,712*

*POINT OF ORIGIN*

*1. SAN FRANCISCO - OAKLAND (70.4%)*

*2. FAIRFIELD (12.2%)*

*3. SAN JOSE (11.3%)*

3

### *THE WEEKENDER*

Napa has become the go-to spot for long weekends (or the second homeowner) to get away and seek out intimate tastings, foodie experiences, and outdoor adventures. An opportunity to escape and look at the new standard Napa has evolved while enjoying world class services.

*51.4.2% - RETURNING VISITORS*

*AVERAGE HH INCOME - \$204,881*

*VACATION OR WEEKEND GETAWAY - 71.8%*

*HOTEL STAY - 80.7%*

*PRIVATE HOME OR VACATION HOME - 18.7%*



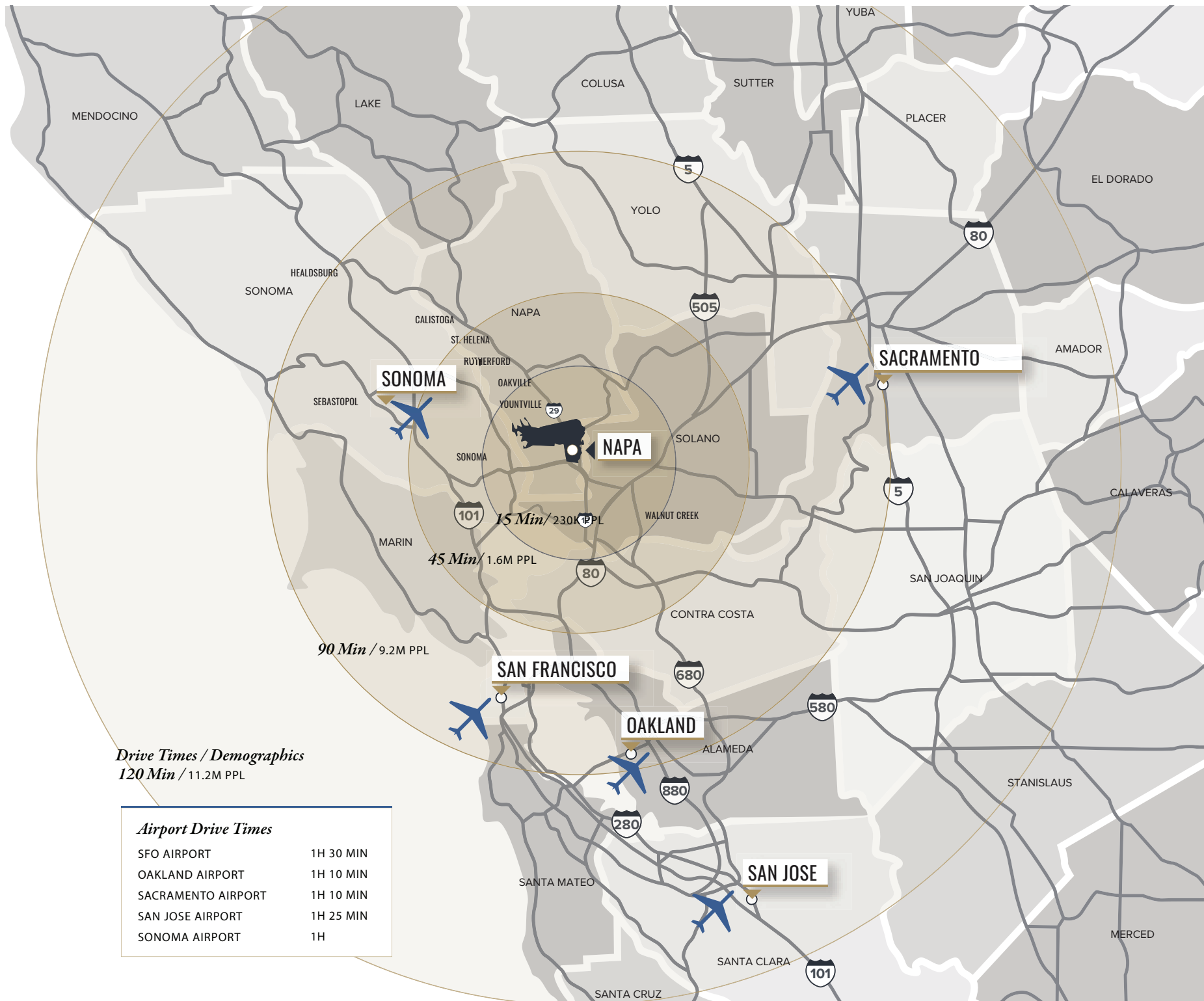
## DEMOGRAPHIC SUMMARY

### TRADE AREA HIGHLIGHTS

	<i>Local Market</i>			<i>Trade Area</i>	
	5.0 MILES	10.0 MILES	30 MILES	45 MILES	90 MILES
POPULATION 2019	92,374	141,704	496,047	1,946,124	10,596,558
HOUSEHOLDS 2019	34,511	52,362	176,662	726,654	3,803,276
HH INC \$100K+%	43.0%	45.9%	40.8%	43.8%	46.5%
HH INC \$150K+	8,412	14,678	40,158	191,364	1,113,320
HH INC \$150K+%	24.4%	28.0%	22.7%	22.7%	29.3%
AVERAGE HOUSEHOLD INCOME	\$118,862	\$131,598	\$115,656	\$126,648	\$136,047
RETAIL SALES (BILLIONS)	\$1.30B	\$2.11B	\$6.49B	\$28.38B	\$155.86B
RETAIL SALES PER HOUSEHOLD	\$37,582	\$40,228	\$36,739	\$39,050	\$40,981
EST. DAYTIME DEMOS (AGE 18+)	64,143	111,108	343,913	1,436,283	7,870,537
MEDIAN AGE	40.0	41.5	39.4	39.4	38.1

*With 1.6 Million people living within a 45 minute drive of downtown Napa, this world-class region is a natural extension of the booming San Francisco bay area - and one of the most strategically located visitor destinations in the U.S.*

Visit Napa Valley - 2018 Visitor Profile Study - Final Report of Findings  
Napa Valley Visitor Industry, 2018 Economic Impact Report



*Drive Times / Demographics*  
**120 Min / 11.2M PPL**

***Airport Drive Times***

SFO AIRPORT	1H 30 MIN
OAKLAND AIRPORT	1H 10 MIN
SACRAMENTO AIRPORT	1H 10 MIN
SAN JOSE AIRPORT	1H 25 MIN
SONOMA AIRPORT	1H





## RETAIL MARKET COMPARABLES

	Visitors	Visits	HH Top Demo
FILLMORE STREET, SF.	1.8 MN	7.3 MN	75K TO 100K
CANON STREET, BEVERLY HILLS	1.1 MN	4.4 MN	75K TO 100K
VENICE - ABBOT KINNEY	952K	2.4 MN	75K TO 100K
FIRST STREET NAPA	877K	2.2 MN	75K TO 100K
MARIN COUNTRY MART	582K	2.5 MN	75K TO 100K
BRENTWOOD COUNTRY MART	253K	980K	75K TO 100K
MALIBU LUMBER YARD	219K	522K	100K TO 125K

Data from Placer AI -- Annual visitors and visits for 12 month period 12/25/2018 to 12/25/2019.

## CURRENT AVAILABILITIES

		Size	Type	Availability
UNIT 201	RESTAURANT OPPORTUNITY	Up to 4,743	RESTAURANT	NOW
UNIT 202	RESTAURANT OPPORTUNITY	2,633 SF	RESTAURANT	NOW
UNIT 231	RETAIL OPPORTUNITY	1,339 SF	RETAIL	NOW
UNIT 232	RETAIL OPPORTUNITY	1,998 SF	RETAIL	NOW
UNIT 241	RETAIL OPPORTUNITY	1,309 SF	RETAIL	NOW
UNIT 251	RETAIL OPPORTUNITY	1,318 SF	RETAIL	NOW
UNIT 252	RETAIL OPPORTUNITY	1,196 SF	RETAIL	FEB 2024
UNIT 262	RETAIL OPPORTUNITY	2,660 SF	RETAIL	NOW WITH 30 DAY NOTICE
UNIT 317	RETAIL OPPORTUNITY	868 SF	RETAIL	TBD
UNIT 352	RETAIL OPPORTUNITY	1,520 SF	RETAIL	FEB 2024
UNIT 378	RETAIL OPPORTUNITY	1,255 SF	RETAIL	NOW WITH 30 DAY NOTICE
UNIT 1270	RETAIL OPPORTUNITY	2,864 SF	RETAIL	FEB 2024



## THE OPPORTUNITY

First Street Napa is the new centerpiece, a place of scale under one creative vision and control. A place that sets the tone of Napa's re-emergence. A cosmopolitan icon that can rival the creativity and innovation of any other city or destination. With over 244,768 SF of development, ground-floor retail and dining experiences, 12 new tenants opened in 2020 - Including C'est La Paire, California Brandy House, Copperfield's Books, Cupcake, Habitué Lifestyle + Interiors, Honey Whiskey Boutique, Milo & Friends, Napa Valley Welcome Center, Riza Plants, Tay & Grace, and The Bennington Napa Valley.

In 2021, Camino, Free People, Vineyard 29, and Anthropologie have opened. Kitchen Door and a new concept from Chateau Buena Vista and Earth + Sky Chocolates opened in 2022. 2023 includes Blue Diamond Jeweler, Deuces Market, StretchLab, Johnny Was, and more. There is no shortage of exciting places to explore.





A mix of industries all striving to engage and enrich Napa in their own way.  
Become a part of it and join First Street Napa as we make this a complete destination.

#### CONTACT

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