



22

LEASES SIGNED
IN 2020 / 2021

20

LEASES SIGNED
IN 2022/2023

6

LEASES SIGNED
IN 2024

86%

LEASED
Q2 2025

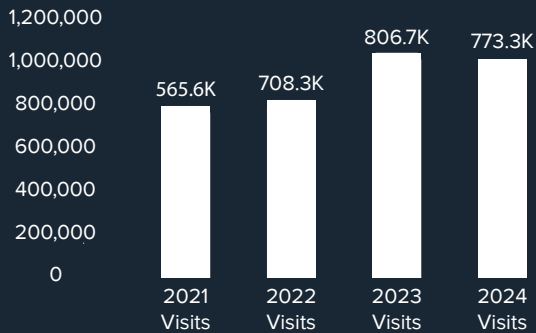
LEASING HIGHLIGHTS

- 86% Retail Leased | 100% Office Occupied
- Don Perico, a locally cherished, family owned Mexican Restaurant opening in Spring 2026 (Suite 201)
- Heat Wave Fitness Studios, offers intentional, energizing Pilates and yoga, opened Nov 2025 (Suite 241)
- J.McLaughlin, a national lifestyle brand is now open (Suite 317)
- Lip Lab, a national cosmetic brand now open (Suite 378)
- Hestan, known for cookware and home appliances, bring culinary innovation from vineyard to kitchen, opening November 2025 (Suite 291)
- Napa Fragrance, consciously crafted luxury scents and fragrance experiences inspired by Napa Valley, opening December 2025 (Suite 1252)

NATIONAL TENANTS

- ANTHROPOLOGIE (1146 FIRST ST.)
- FREE PEOPLE (1214 FIRST ST.)
- HESTAN (SUITE 291)
- J. MCLAUGHLIN (SUITE 317)
- JOHNNY WAS (1210 FIRST ST.)
- LIP LAB (SUITE 378)
- LULULEMON (1220 FIRST ST.)
- OVERLAND (1202 FIRST ST.)

FIRST STREET DISTRICT VISITOR STATISTICS



TIMEFRAME	% INCREASE
YOY	-.04%
YO2Y	+5.2%
YO3Y	+17.2%
AVERAGE	+7.45%



SCAN ME

2024 Visits Report Placer.ai

FSN TOTAL SALES

2022 FSN SALES: \$23.445 M

2023 FSN SALES: \$26.677 M

- 14% Increase in total sales volume
- Since 2020 - 2023, Gross Sales Tripled

2024 FSN SALES: \$24.563 M

- Effects of macroeconomics across US

RETAIL TYPE:

FOOD & BEVERAGE	\$778
BEVERAGE	\$886
RETAIL	\$767
HEALTH & WELLNESS	\$303

2024 SALES PSF

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