

FIRST STREET AT A GLANCE

NAPA

22

LEASES SIGNED
IN 2020 / 2021

20

LEASES SIGNED
IN 2022/2023

6

LEASES SIGNED
IN 2024

5

LEASES SIGNED
IN 2025

87%

LEASED
Q4 2025

OPENED IN 2025

FIRST CITIZEN'S BANK | JANUARY 2025 | SUITE 262

GREEN POLISH | MARCH 2025 | SUITE 322

HEAT WAVE FITNESS STUDIOS | NOVEMBER 2025 | SUITE 241

HESTAN NAPA | NOVEMBER 2025 | SUITE 291

OPENING IN 2026

NAPA FRAGRANCE | FEBRUARY 2026 | SUITE 1252

FLORA SPRINGS WINE LOUNGE | FEBRUARY 2026 | 1142 FIRST ST.

NUDE MEDICAL AESTHETICS | MAY 2026 | 1252 FIRST ST.

DON PERICO MEXICAN RESTAURANT & BAR | JUNE 2026 | SUITE 201

LUCCHESI BOOTMAKER | OCTOBER 2026 | SUITE 202

NATIONAL TENANTS

ANTHROPOLOGIE

 lululemon

free people

JOHNNY WAS

J.McLAUGHLIN

 First Citizens Bank

 OVERLAND
ESTABLISHED 1973

 LUCCHESI
BOOTMAKER

LIP.LAB

 SPACES.

 HESTAN

 ARCHER
HOTEL

 CHARLIE PALMER
STEAK

FIRST STREET NAPA VISITOR METRICS 2025

791K

VISITS IN 2025

414.4K

VISITORS IN 2025

+7.6%

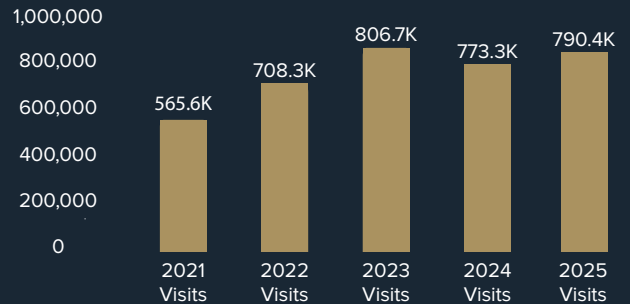
VISITS YO3Y

73 MIN

AVG. DWELL TIME

VIA PLACER AI PROPERTY INSIGHTS REPORT

FIRST STREET NAPA VISITOR TREND ANALYSIS



\$

RETAIL TYPE:

2025 SALES PSF

FOOD & BEVERAGE	\$732
BEVERAGE	\$912
RETAIL	\$732
HEALTH & WELLNESS	\$403

\$

FSN TOTAL SALES

2022	– \$23.560 M
2023	– \$27.087 M [^]
2024	– \$24.563 M [*]
2025	– \$23.941 M [*]

[^]14% Increase in total sales volume. Since 2020 - 2023, Gross Sales Tripled

^{*}Effects of macroeconomics across US