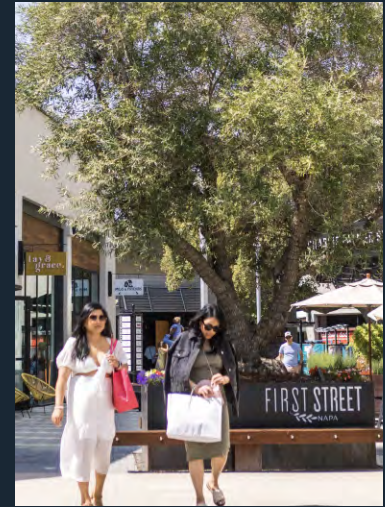


FIRST STREET

NAPA



NAPA'S PREMIER RETAIL COLLECTIVE



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,
First Street Napa



EXPERIENCE EXTRAORDINARY
LIVE EXTRAORDINARY

FIRST STREET
NAPA



THE VIBE DOWNTOWN NAPA

First Street Napa sits at the heart of downtown—serving as the gateway to Napa Valley and its celebrated way of life.

Downtown Napa unfolds as a refined, walkable district defined by curated boutiques, exceptional tasting rooms, world-class dining, elegant accommodations, and an effortlessly relaxed ambiance.

A coveted destination in its own right, Napa is seamlessly expressed at First Street—where these signature experiences converge into one cohesive, elevated setting.

Visitors are invited to live like locals—embracing a culture of quality, discovery, and the understated luxury that defines the Napa lifestyle.

DESTINATION NAPA

OVER 3.8 MILLION VISITORS YEARLY

The Napa Valley Welcome Center, opening at First Street Napa in 2020, allocates more than \$7 Million dollars to spend on tourism marketing. Their goals in brand advertising and group sales are to increase awareness and bring tourism from regional and outside markets.

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.

Additional seasonal events include: Lighted Arts Festival, Restaurant Week, Napa Valley Film Festival, Mustard Celebration, Arts in April, Live in the Vineyard, and Blue Note Summer Sessions, 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 & paddle boards with options for both guided and self guided tours from downtown.

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



Napa Valley Welcome Center




Napa Lighted Art Festival

FIRST STREET NAPA'S LIFESTYLE

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 national brands including Anthropologie, Free People, Johnny Was, Overland, Lucchese Bootmaker, Lip Lab, J. McLaughlin, lululemon, and 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, premium denim, fine jewelry, cosmetics, lifestyle services and international finds.

DINING & TASTING

 1005	 312	 319	 222	 201	 385
 1142	 291	 272	 1256	 1240	 H

SHOPPING, HOME & WELLNESS

 1146	 221	 365	 332	 358	 398	 222	 262	 1214	 1270	
 1220	 291	 335	 1252	 317	 1210	 1234	 378	 202	 1220	 301
 252	 1202	 355	 241	 315	 309	 345	 242	 212	 313	



LUCCHESE BOOTMAKER



BROWN ESTATE



LIP LAB



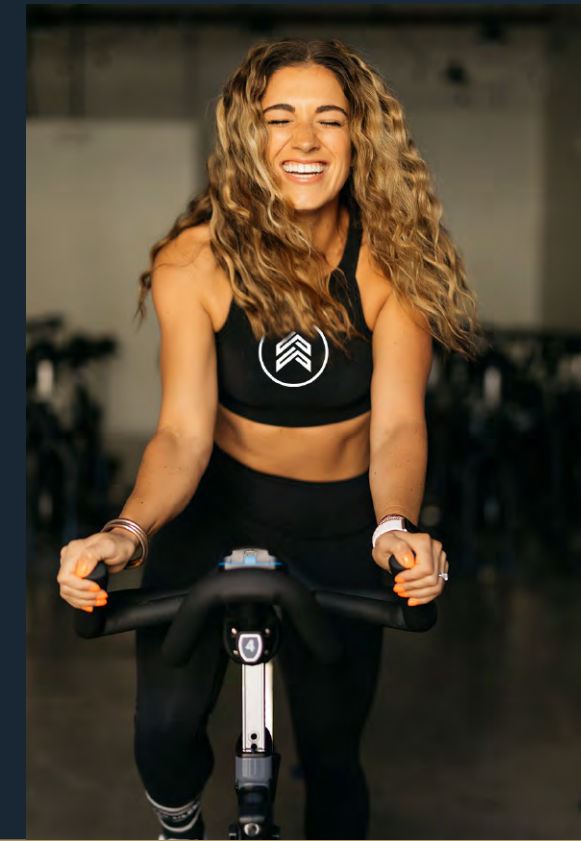
HESTAN NAPA



ANTHROPOLOGIE



TAY & GRACE



MERCHANDISING & LIFESTYLE MIX



A PLACE TO GATHER

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 which bring 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.

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





1

UNIQUE WINE EXPERIENCES

Compline has been named to Wine Enthusiast'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 historic yet modern expression of sought-after Mt. Veeder vintages. Hestan offers an elevated, dining and wine tasting experience.



2

OUTDOOR SEATING & SPACES

The property provides 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

FRESH PERSPECTIVE

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, and a range of unique dining options, 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

2020, 2021, 2022, 2023, 2024

(And four legged friends are welcome.)

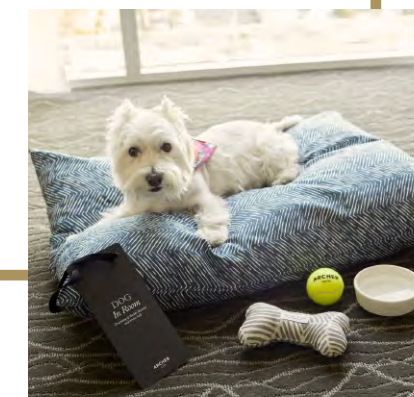
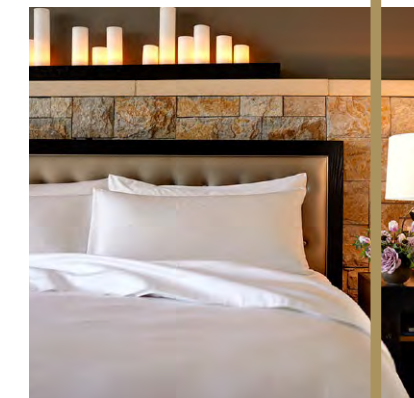


ARCHER[®]

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





ADJACENT DEVELOPMENT OPENING IN 2027

AN EXTENSION OF FIRST STREET NAPA'S VIBRANCY

HOTEL

The hotel will be an STR-rated upscale facility with up to 161 rooms. The Hotel will also include amenities such as a restaurant on the ground floor, a rooftop patio and bar, spa and event space.

RESIDENCES

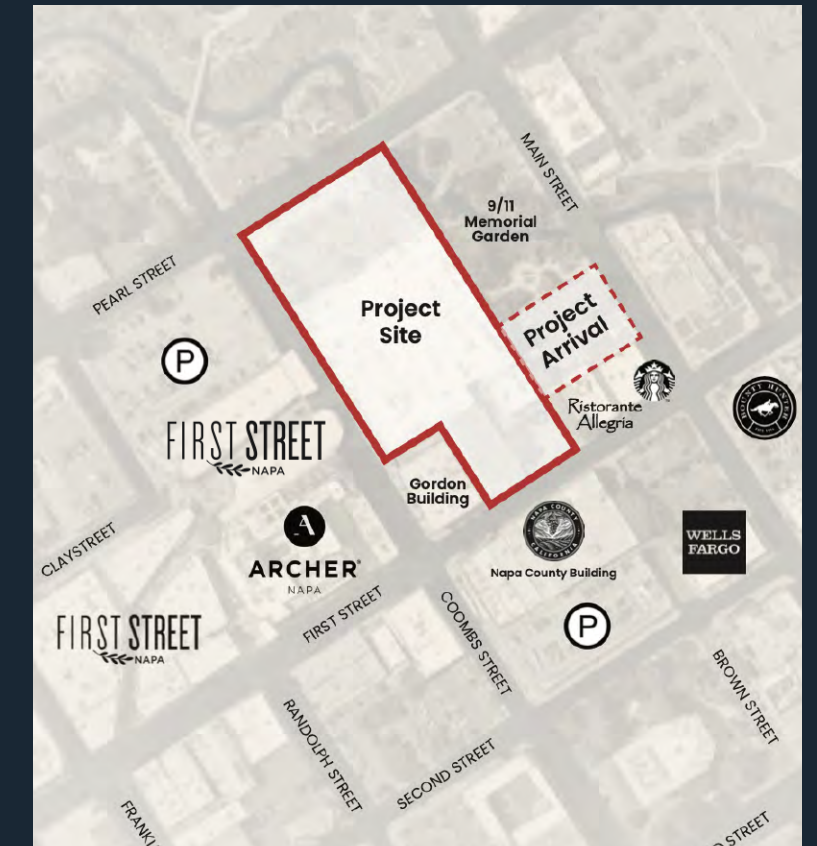
78 market-rate, for sale branded condominium units will be serviced by the Hotel and may be made available for short-term transient rental in connection with the Hotel.

OUTDOOR SPACES

The project's public realm will create attractive and inviting tree-lined, pedestrian-oriented walking streets and outdoor plazas with gathering spaces, outdoor cafes and seating areas, and unique design elements.

PEDESTRIAN CONNECTIONS

The pedestrian corridor will bisect the interior part of the project site and improve multiple access points to surrounding buildings and walkways, creating a new pedestrian crossing to Main Street.





VISITOR PROFILES

First Street Napa is known as a popular spot to explore local shops, restaurants, and wineries, with close proximity to nearby hotels that draw in weekend stays from visitors looking to immerse themselves in the vibrant Napa culture.

The destination caters to prosperous established couples, flourishing families looking for entertainment, active city singles wanting to experience the local nightlife, and energetic metropolitan singles seeking a mix of shopping, dining, and outdoor activities.

With its authentic charm and variety of experiences, First Street Napa truly has something for everyone.



VISITOR DEMOGRAPHICS

BOOMING WITH CONFIDENCE

Prosperous, established couples in their peak earning years living in suburban homes.

FLOURISHING FAMILIES

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles.

SIGNIFICANT SINGLES

Diversely aged singles earning mid-scale incomes supporting active city styles of living.

YOUNG CITY SOLOS

Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas.

VIA PLACER.AI 2024 REPORT - FIRST STREET NAPA CONSUMER LIFESTYLE SEGMENTS

DEMOGRAPHIC SUMMARY

TRADE AREA HIGHLIGHTS

	Local Market			Trade Area	
	5.0 MILES	10.0 MILES	30 MILES	45 MILES	90 MILES
POPULATION 2024	86,707	135,617	1.9M	4.8M	12M
HOUSEHOLDS 2024	32,049	49,462	688,244	1.7M	4.1M
HH INC \$100K+	57.5%	58.6%	59.2%	60.9%	61.9%
HH INC \$150K+	10,828	18,219	245,477	720,921	1.6M
HH INC \$150K+	38.9%	39.7%	40.4%	42.9%	44.2%
AVERAGE HOUSEHOLD INCOME	\$160,042	\$163,951	\$167,237	\$162,260	\$159,482
RETAIL SALES (BILLIONS)	\$1.62B	\$2.90B	\$34.51B	\$93.10B	\$267.79B
RETAIL SALES PER HOUSEHOLD	\$51,187	\$57,802	\$49,395	\$51,627	\$63,378
EST. DAYTIME DEMOS (AGE 18+)	77,016	129,523	1,660,847	3,993,301	10,168,377
MEDIAN AGE	43.5	44.5	42.2	40.7	40.5

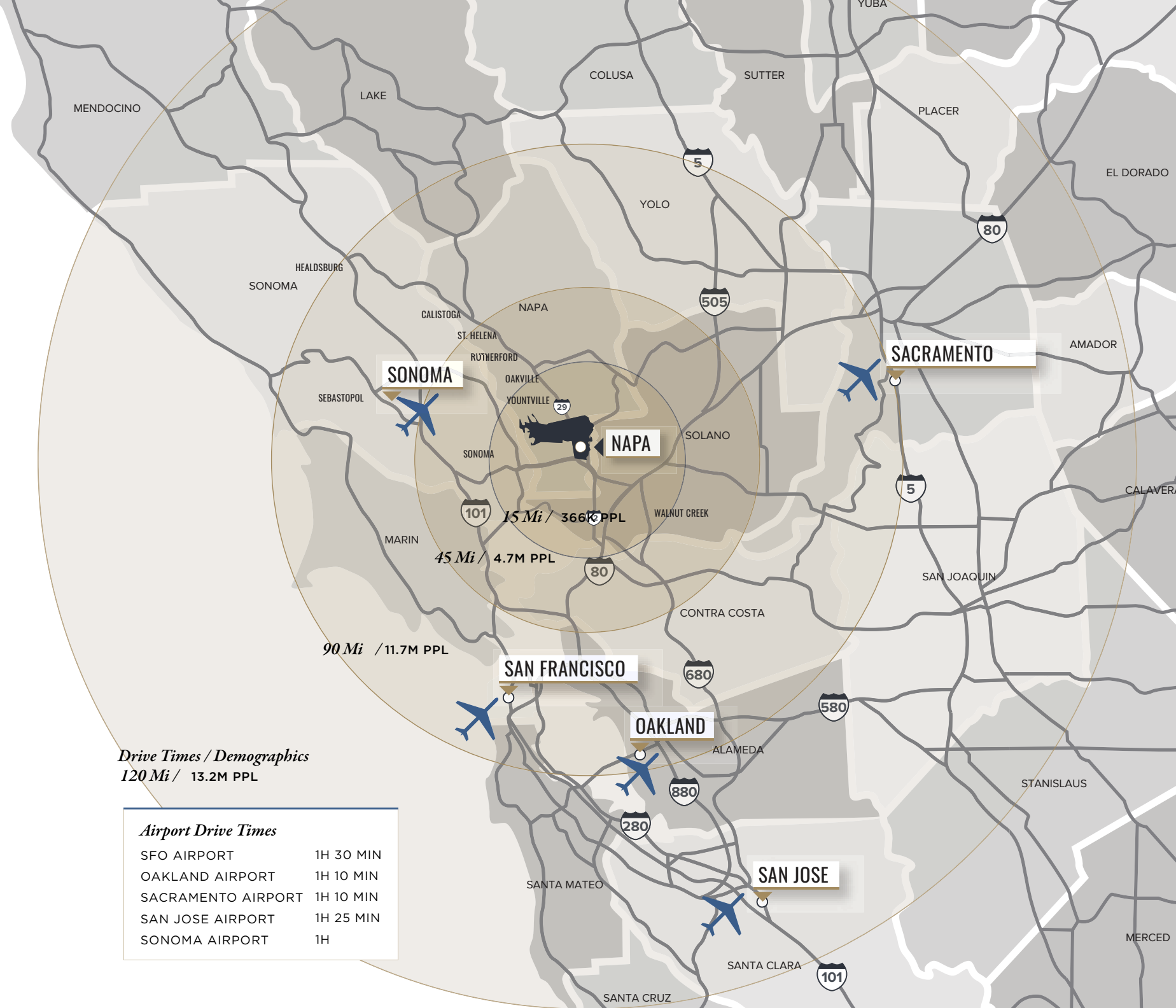
With nearly 5 million residents within a 45-minute drive of downtown Napa, the region serves as a natural extension of the greater Bay Area—offering one of the most strategically positioned and affluent visitor markets in the U.S.

RETAIL MARKET COMPARABLES

	Unique Visitors	Avg. Dwell Time	HH Top Demo
FIRST STREET NAPA	406.1K	74 Min	\$100 to \$150K
BRENTWOOD COUNTRY MART	256.5K	39 Min	\$100 to \$150K
MARIN COUNTRY MART	519.2K	55 Min	\$200 to \$250K
THE BARLOW	253.7K	67 Min	\$100 to \$150K

First Street Napa is in the 96th Percentile for Average Dwell Time for All Centers in California.

PLACER.AI REPORT ON FIRST STREET NAPA STATS FROM LAST 12 MONTHS (MARCH 2025-2026)



Drive Times / Demographics
120 Mi / 13.2M 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

CURRENT AVAILABILITIES

		<i>Size</i>	<i>Availability</i>
UNIT 231	RETAIL OPPORTUNITY	1,339 SF	NOW
UNIT 232	RETAIL OPPORTUNITY	1,998 SF	NOW
UNIT 241	RETAIL OPPORTUNITY	1,309 SF	NOW
UNIT 251	RETAIL OPPORTUNITY	1,318 SF	NOW
UNIT 305	RETAIL OPPORTUNITY	1,630 SF	NOW
UNIT 309	RETAIL OPPORTUNITY	1,456 SF	NOW
UNIT 325	RETAIL OPPORTUNITY	960 SF	NOW
UNIT 332	RETAIL OPPORTUNITY	1,574 SF	NOW
UNIT 352	RETAIL OR RESTAURANT OPPORTUNITY	1,520 SF	NOW
UNIT 355	RETAIL OPPORTUNITY	1,464 SF	JAN 2027
UNIT 1270	RETAIL OPPORTUNITY	2,864 SF	NOW



JOIN US

First Street Napa has become the defining centerpiece of downtown—a thoughtfully curated district brought to life under a singular vision. It reflects Napa's evolution into a more cosmopolitan destination, delivering an experience that is both refined and inspiring. Since 2020, more than 40 new businesses have joined, elevating the district's retail and dining mix while creating new reasons to explore and linger.

TENANT OPENINGS

- **2020:** Twelve new tenants opened, including C'est La Paire, Copperfield's Books, Napa Valley Welcome Center, Riza Plants, Tay & Grace, The Bennington Napa Valley, and more.
- **2021:** Free People, Anthropologie and Spaces Napa Valley joined the lineup.
- **2022:** Compline Wine Shop, Kitchen Door opened and Brown Estate added House of Brown. lululemon expanded—doubling its footprint.
- **2023:** Blue Diamond Jeweler, Deuces Market, and Johnny Was opened.
- **2024:** J. McLaughlin, Lip Lab, and Tonewood & Courage were added.
- **2025:** Green Polish, First Citizens Bank and Hestan opened.
- **2026:** Lucchese Bootmaker, Napa Fragrance, Don Perico Mexican Restaurant and Bar, Nude Medical Aesthetics, Baci Napa Valley and Hopscotch & Bark are open or set to open.

With new concepts arriving each year, First Street Napa continues to evolve as a dynamic destination to shop, dine, and experience downtown Napa.

FIRST STREET



NAPA

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.

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