



JOIN NAPA'S THRIVING DINING SCENE

Every meal is a celebration in Napa Valley. Open your next concept with us as a member of our evolving collective of dining destinations at First Street Napa.

FIRST STREET
NAPA



THE VIBE

DOWNTOWN NAPA

First Street Napa has a new story to tell.

Downtown Napa is vibrant and full of life following the tide of change in many urban villages that attracted more locals and regionals to community driven streets — so much so that JLL featured First Street Napa as a retail success story on a recent podcast.

First Street Napa attracts families, explorers, regional visitors, multigenerational shoppers, “exurbanites,” and restaurant adventurers, as well as date-nighters and locals. A true community spirit fosters and lives here.

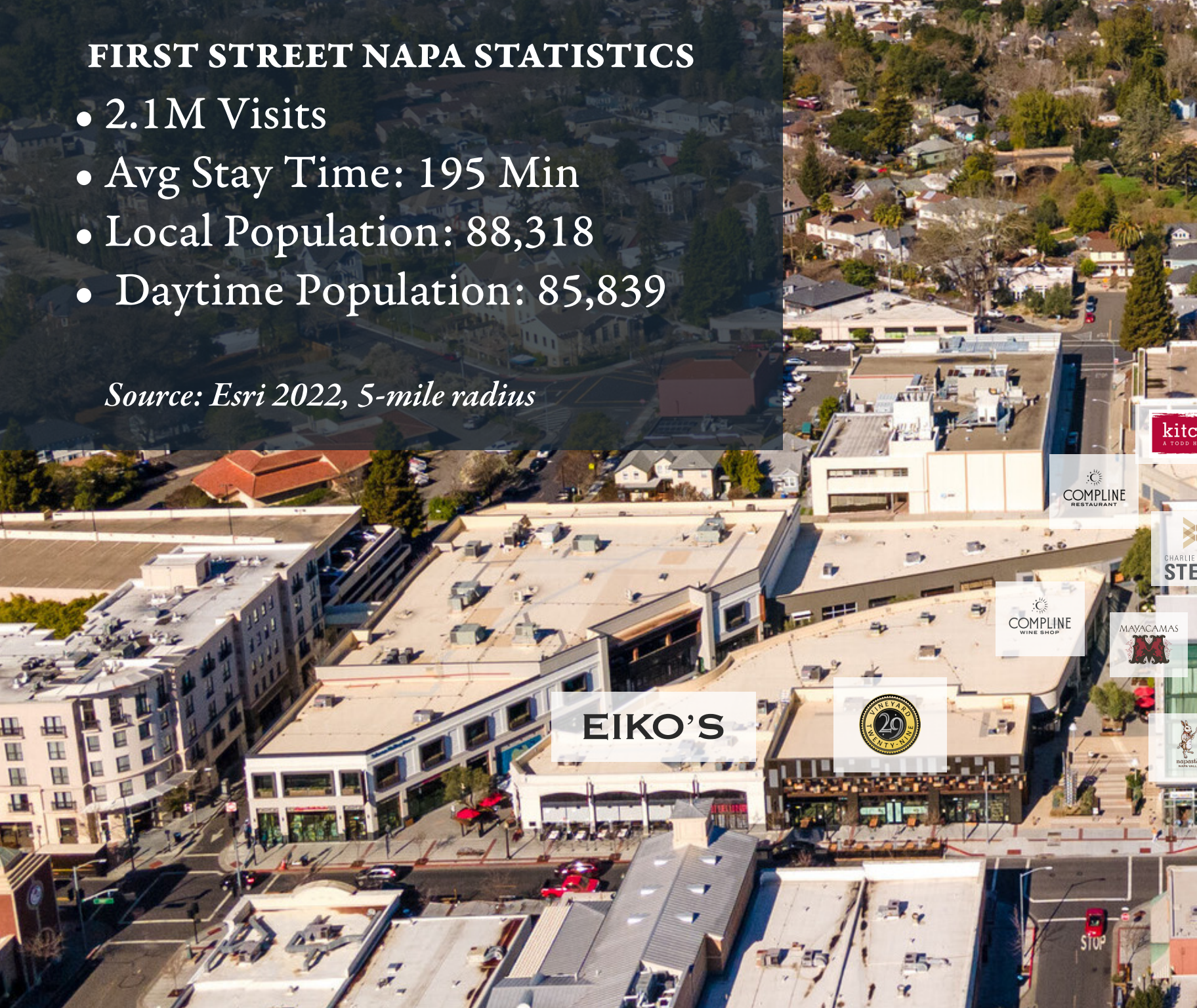
Lululemon expanded their test store to a permanent location. Anthropologie and Free People are thriving, as is the food and beverage tenants at the center: Kitchen Door, Charlie Palmer Steak, Eiko’s, Chateau Buena Vista, Mayacamas, and Sky + Vine, the vibrant rooftop bar at the Archer Hotel. Borne Consulting was engaged to evaluate high potential food and beverage opportunities for success at First Street Napa. Their findings reveal opportunity for:

- **Pub/Tavern Concepts**
- **Beer**
- **Coffee/Cafe**
- **Salads, Soups, & Sandwiches**
- **Burgers**
- **Craft Cocktails**
- **Plant Based**
- **Mediterranean**
- **Fast Casual**
- **World Flavors**

FIRST STREET NAPA STATISTICS

- 2.1M Visits
- Avg Stay Time: 195 Min
- Local Population: 88,318
- Daytime Population: 85,839

Source: Esri 2022, 5-mile radius



EIKO'S





PARKING GARAGE

hen door
UMPHRIES RESTAURANT



SKY & VINE
ROOFTOP BAR

**AVAILABLE CONCEPT
DESTINATIONS**

BROWN
NAPA VALLEY

*Chateau
Bueno Vista*
+
earth & sky
CHOCOLATES
CALIFORNIA, CA

MEET FIRST STREET NAPA

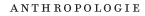






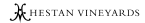











Enjoy each lifestyle concept in the middle of lush wine country while appreciating the modern, thoughtful experiences that provide something new with each visit. First Street Napa contains a handful of international brands like Anthropologie, Free People, Johnny Was, Lululemon, and Charlie Palmer Steak, 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, premium denim, fine jewelry, lifestyle services and international finds.

DINING & TASTING

 1005	 1260	 1142	 312	 319	 385	 272	 1256
			 305	 H	 1240		

SHOPPING, HOME & WELLNESS

 1146	 365	 332	 358	 398	 222	 1214	 1270	 325
 291	 335	 1210	 1234	 378	 1220	 301	 352	 1202
 355	 322	 317	 261	 315	 345	 242	 212	 313



RIZA PLANTS



BLUE DIAMOND
JEWELER



COMPLINE
WINE SHOP



CHARLIE PALMER STEAKHOUSE



EIKO'S MODERN JAPANESE CUISINE



KITCHEN DOOR

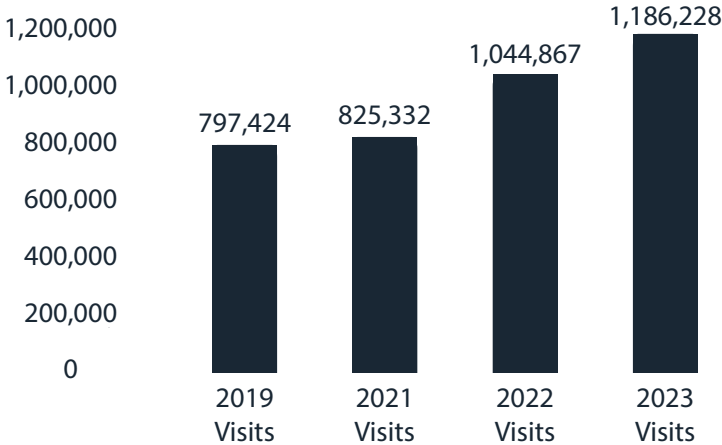


COMPLINE RESTAURANT

FIRST STREET NAPA VISITOR METRICS (LAST 12 MONTHS)

VISITS	VISITORS	FREQUENCY	PANEL VISITS	VISITS YOY	VISITS YO2Y	VISITS YO3Y
999.7K	451K	2.24	35.6K	+4.7%	+19%	+153.1%

With 4.6 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.



FOOD & BEVERAGE MARKET REPORT

For this location, there is a 20k delta in disposable income between the local demographic and the actual restaurant consumer. Analysis shows the opportunity for unique cuisines with a bar.

DOMINANT PATRON ID
Exurbanites (Affluent & Urban)

COMPLIMENTARY ANTHROPOLOGIE SHOPPER
Trendsetter; Urban Chic

TO ACTUALIZE REVENUE POTENTIAL
Destination Restaurant with value options, delivery options, happy hours, medium check average, vegetarian options, brunch, SEO (with chicken, bar, music)

GAP ANALYSIS POSITIONING
Based on food and beverage market evaluation, the top revenue opportunities are in the following categories:

- Jewish Delicatessen
- Farmer's Market
- Peruvian
- Plant Based
- Bistros
- Donuts
- Salad, Soups, & Sandwiches
- Hawker Fare / Street Vendors
- Korean
- Craft Cocktail
- National Concepts
- Takeout & Delivery



Source: BorneReport 2022

CURRENT AVAILABILITIES

Suite 201



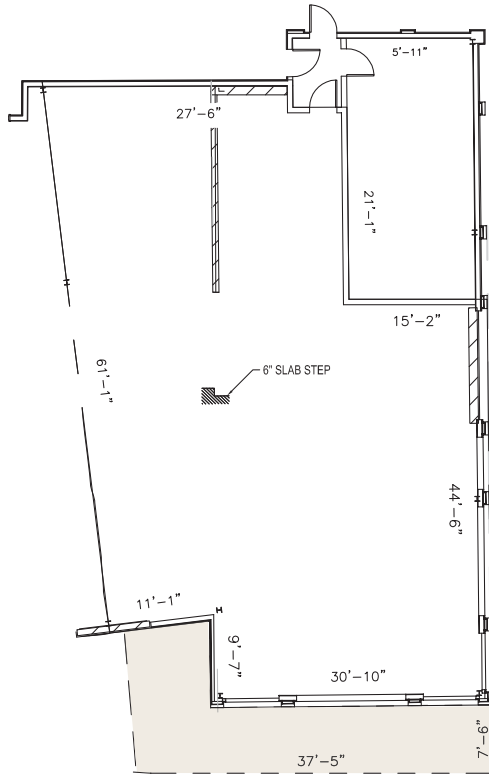
Suite 202



CONFIGURATIONS

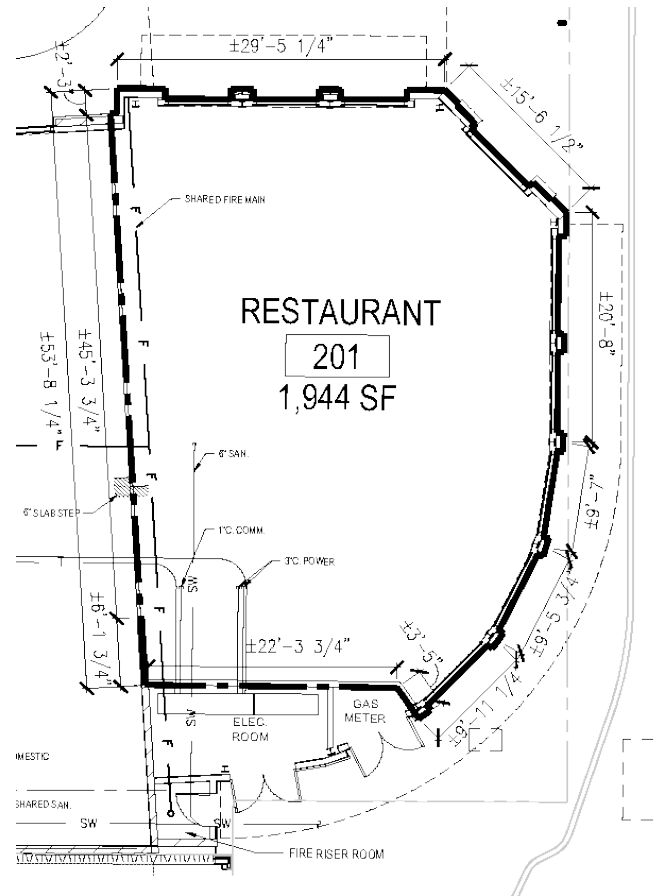
RESTAURANT SPACE - 202

Available at 2,633 SF



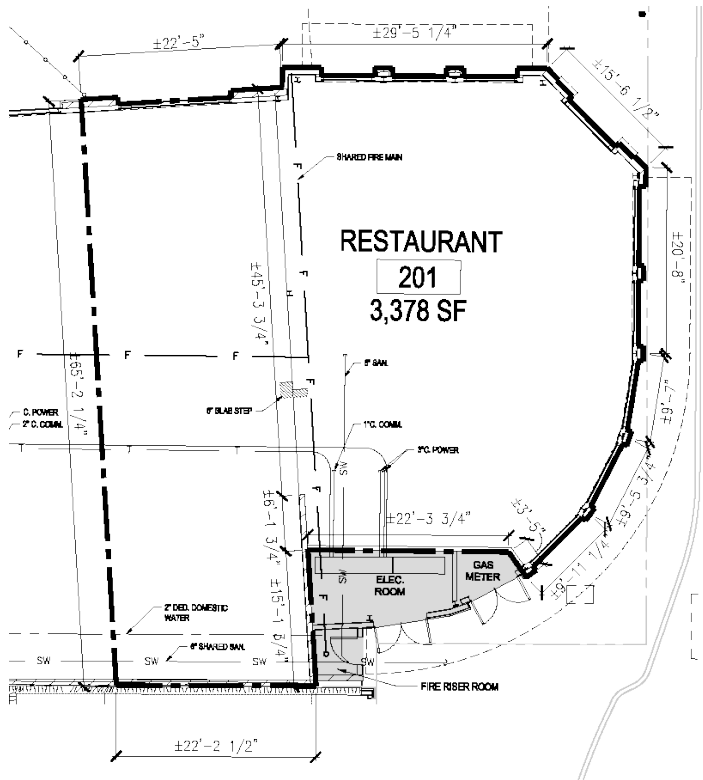
RESTAURANT SPACE - 201

Available at 1,944 SF



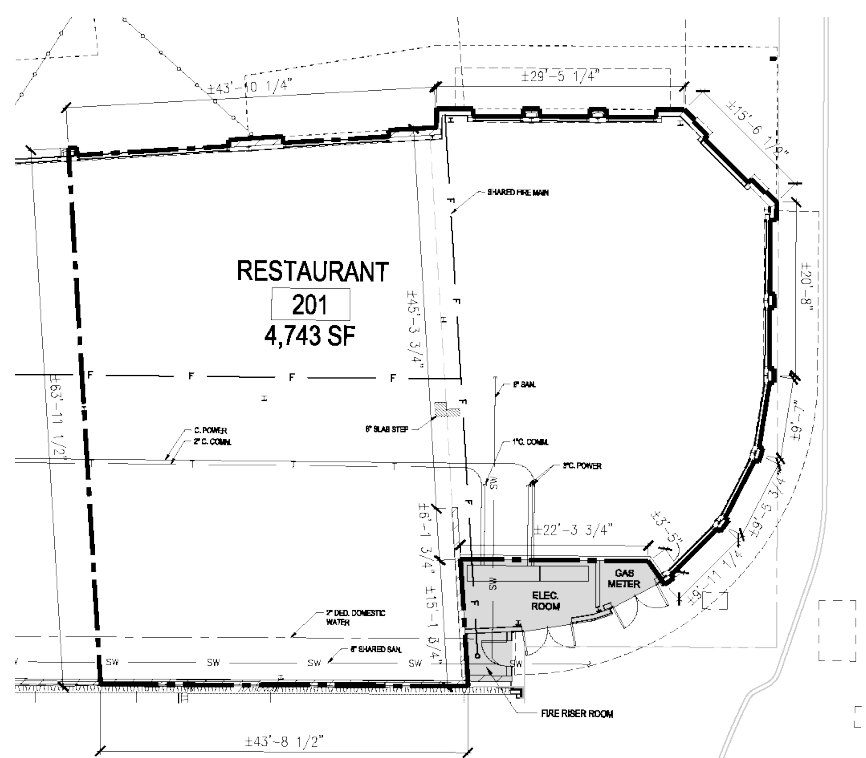
RESTAURANT SPACE - 201

Available at 3,378 SF



RESTAURANT SPACE - 201

Available at 4,743 SF





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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