

OFFERING MEMORANDUM

501 MAIN STREET, ST. HELENA, CA 94574

A&W

Marcus & Millichap
THE HEITZBERG GROUP

St. Helena Napa Valley Drive-Thru with Owner-User or Development Opportunity

OPERATE, REBRAND, OR REDEVELOP IN ST. HELENA'S MOST VISIBLE LOCATION

First Time on the Market in Over 50 Years!

NON-ENDORSEMENT & DISCLAIMER NOTICE

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ACTIVITY ID: ZAF0030327

Marcus & Millichap

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TERMS OF THE OFFERING

Sits on a hard, signalized corner at Main Street / Highway 29 in downtown St. Helena, offering outstanding visibility to an estimated

40,000 - 70,000 Vehicles Per Day



BEST OFFER

PRICE

1967

YEAR BUILT

2,938 SF

SIZE

009-180-014

PARCEL NUMBER

19,166 SF | 0.44 ACRES

LOT SIZE

26 SPACES + 1 HNCP

PARKING

SERVICE COMMERCIAL (SC)

ZONING

ZONING
POTENTIAL

[CLICK HERE >>](#)

DOCUMENT
CENTER

[CLICK HERE >>](#)

ESTIMATED
137K VISITORS
IN LAST 12 MONTHS



INVESTMENT

MARCUS & MILLICHAP IS PROUD TO PRESENT A REDEVELOPMENT OR RE-TENANTING OPPORTUNITY IN THE HEART OF NAPA VALLEY.

**TENANT VACATING
APRIL 2026**

Clear timeline for
redevelopment, re-tenanting,
or owner-user strategies

**DIRECTLY ACROSS
FROM ST. HELENA
HIGH SCHOOL**

Steady daytime traffic from
students, staff, and families

**HIGH BARRIER-TO
-ENTRY MARKET**

Extremely limited
commercial supply
and strict zoning

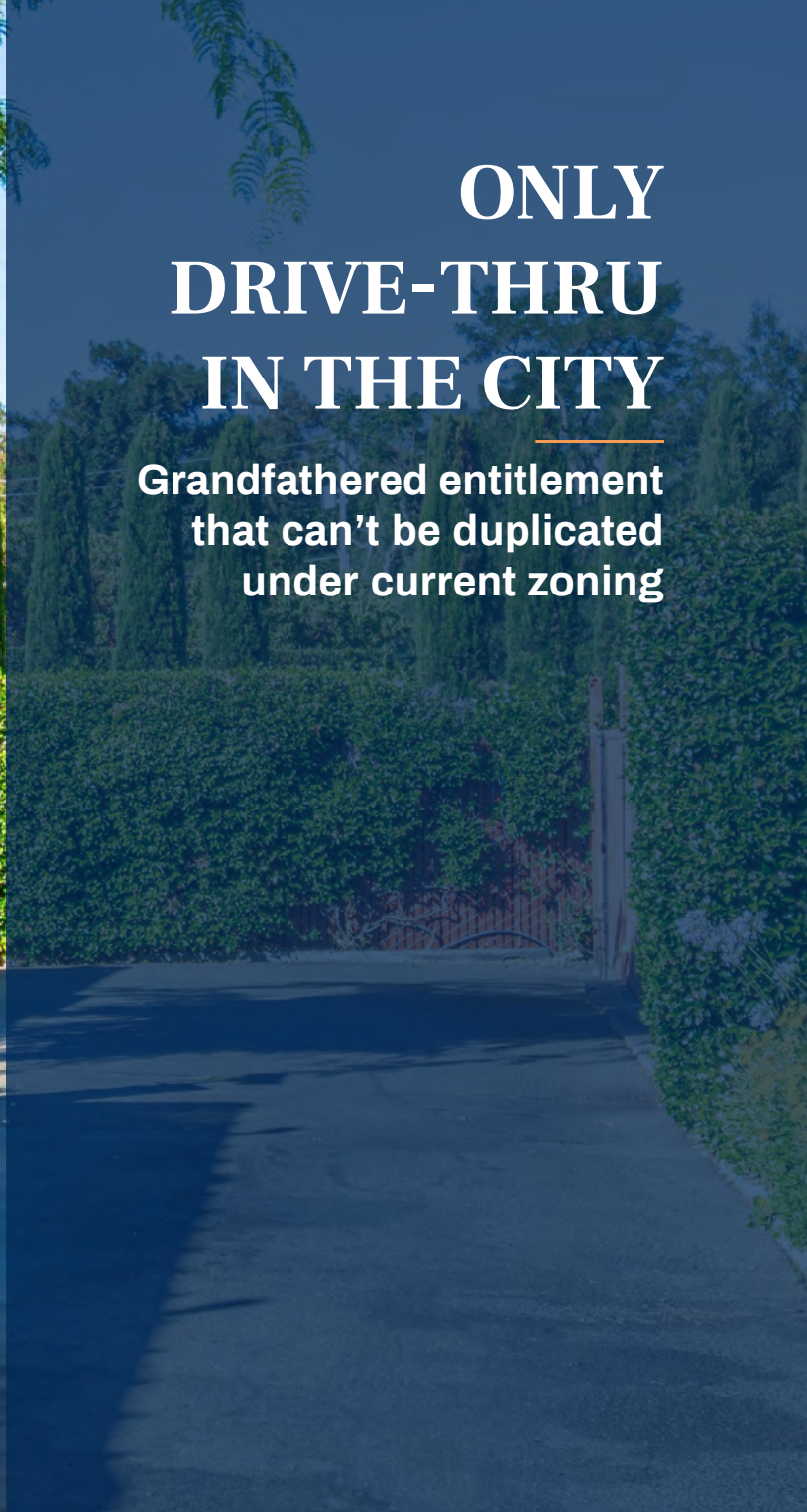
GENEROUS SITE SIZE

0.44 acres (19,166 SF)
with a 2,983 SF building;
ample parking and site
circulation



ONLY DRIVE-THRU IN THE CITY

Grandfathered entitlement
that can't be duplicated
under current zoning



OVERVIEW

MARCUS & MILLICHAP IS PROUD TO PRESENT A REDEVELOPMENT OR RE-TENANTING OPPORTUNITY IN THE HEART OF NAPA VALLEY.

Marcus & Millichap is proud to present a rare freestanding restaurant property with irreplaceable drive-thru rights in the heart of Napa Valley's wine country. This offering represents one of the most unique redevelopment opportunities in St. Helena, a market defined by high barriers to entry, exceptional affluence, and year-round tourism.

Positioned on a hard, signalized corner along Main Street/Highway 29—the primary artery through St. Helena—the site benefits from outstanding visibility to an estimated 40,000–70,000 vehicles per day. The property features the only drive-thru in the city, protected under grandfathered rights that cannot be replicated under current zoning. Located directly across from St. Helena High School, the site draws consistent local traffic while also benefiting from the region's constant influx of visitors.

Located in the heart of Napa Valley, St. Helena is one of California's most exclusive small towns, known for its historic charm, world-class wineries, and high quality of life. The city attracts more than a million visitors annually, drawn by luxury hotels, fine dining, and a vibrant arts and culture scene. With a median home value exceeding \$1.2 million and average household incomes well above the national average, St. Helena offers a rare combination of affluence and year-round tourism. Strict zoning, limited commercial inventory, and strong community preservation efforts make it one of the highest barrier-to-entry retail markets in the state—supporting long-term property values and tenant demand.

The existing A&W tenant will remain in operation until April 2026, providing a defined window to execute a redevelopment, re-tenanting, or owner-occupancy plan. With its irreplaceable drive-through entitlement, prime Napa Valley location, and high-profile corner site, this property offers the rare chance to control one of the most visible and in-demand retail locations in the region. Take advantage of the rare opportunity to purchase a truly trophy location at the heart of the leading Wine Area in the United States.







REGIONAL AERIAL

CALIFORNIA
128

KRUG

Charles Krug
Charles Krug Winery

THE
CULINARY
INSTITUTE
OF AMERICA

BERINGER

Alila
NAPA VALLEY

DOWNTOWN ST. HELENA

CAMEO CINEMA STATION
ACE Hardware
MODEL BAKERY
CHARLIE'S
AUTO PARTS
EROSION
cook
SPORTS
JCB

Western Union
SAFeway
Mechanics Bank
WESTAMERICA BANK
GOOD NEIGHBOR PHARMACY

SILVERADO TRAIL N

Robert Louis Stevenson
Middle School

St. Helena
Elementary School

Charter Oak
Restaurant

Farmstead at Long
Meadow Ranch

CLIF FAMILY

501 MAIN STREET

St. Helena
High School

Crane Park

THOMAN

CALIFORNIA
128

HALL
NAPA VALLEY

V. Sattui Winery

LOCAL AERIAL



DOWNTOWN ST. HELENA

- CAMEO CINEMA
- STATION
- ACE Hardware
- MODEL BAKERY
- AUTO PARTS
- CHARLIE'S
- cook
- EROSION
- Sportsgo
- Chevron
- JCB

- Western Union
- SAFeway
- Mechanics Bank
- WESTAMERICA BANK
- GOOD NEIGHBOR PHARMACY

Alila
NAPA VALLEY

Robert Louis Stevenson
Middle School

St. Helena
Elementary School

Charter Oak
Restaurant

Farmstead at Long
Meadow Ranch

CLIF FAMILY

501 MAIN STREET

St. Helena
High School

GRAYSON AVENUE

MAIN STREET (20-294 VPD)

MILLS LANE

SCHOOLS IN ST. HELENA

St. Helena Unified School District is comprised of a primary school and an elementary school both with alternative programs, a middle school, and a high school. Students from two nearby elementary districts also attend. Through parent groups, the St. Helena Public Schools Foundation, and unmatched gifting, the local community augments the athletic and fine arts programs, enriches classrooms, and provides an impressive number of scholarships to high school graduates. There is strong community support for the schools, including a tremendous volunteer support program. The City is also home to two preschools, a Montessori school, the Upper Valley Campus of Napa Valley College, and The Culinary Institute of America at Greystone.



St. Helena Primary School

St. Helena High School

St. Helena Unified School District

501 MAIN STREET

St. Helena Elementary School

Robert Louis Stevenson Middle School



MAIN STREET

MILLS LANE

GRAYSON AVENUE



Sun and Stars
Montessori School

Little Backpacks
Preschool

Upper Valley Campus
Napa Valley College

St. Helena
Montessori School

MAIN STREET

MILLS LANE

501 MAIN STREET

PARKS IN ST. HELENA



Crane Park

Stars Baldwin Park

GRAYSON AVENUE (7,467 VPN)

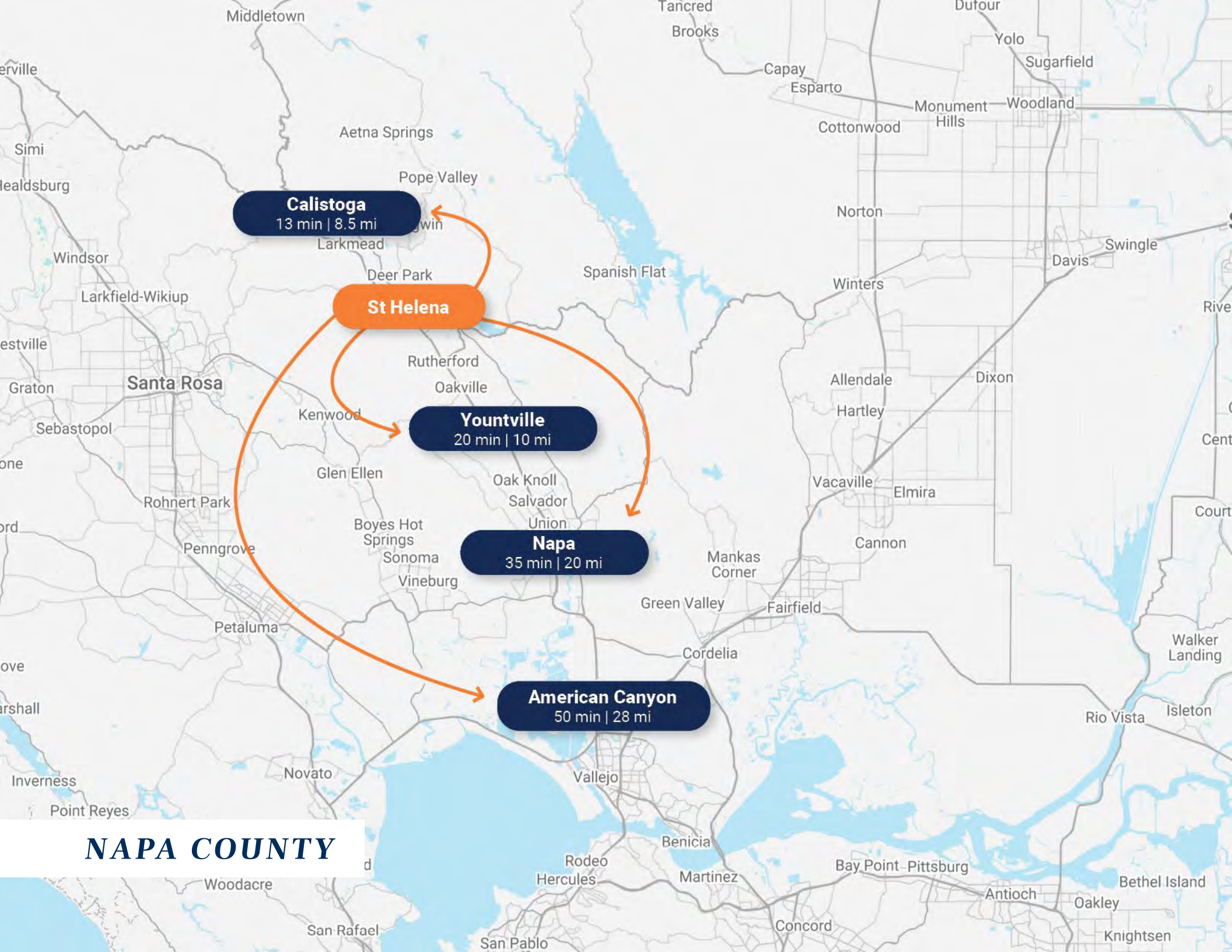
501 MAIN STREET



Lyman Park

Jacob Meily Park

MAIN STREET (20,294 VPN)



Calistoga
13 min | 8.5 mi

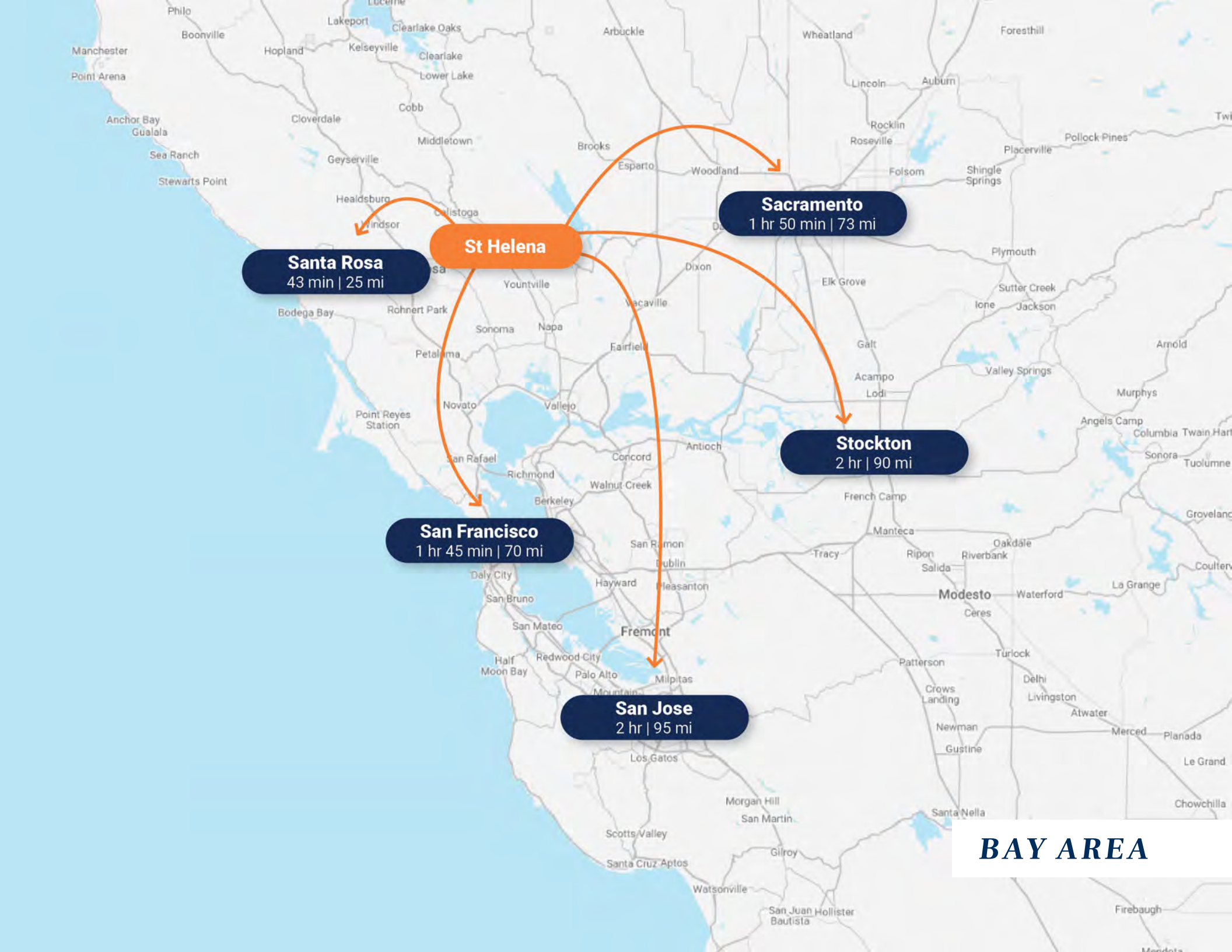
St Helena

Yountville
20 min | 10 mi

Napa
35 min | 20 mi

American Canyon
50 min | 28 mi

NAPA COUNTY



Santa Rosa
43 min | 25 mi

St Helena

Sacramento
1 hr 50 min | 73 mi

Stockton
2 hr | 90 mi

San Francisco
1 hr 45 min | 70 mi

San Jose
2 hr | 95 mi

BAY AREA



501 MAIN STREET
APN: 009-180-014

ST. HELENA, CA

MARKET OVERVIEW

The City of St. Helena is located in the center of the world-famous wine-growing Napa Valley, 65 miles north of San Francisco. The area was settled in 1834 as part of General Vallejo's land grant. The City of St. Helena was incorporated as a City on March 24, 1876, and reincorporated on May 14, 1889. The estimated population of the City of St. Helena as of 2021 is 6,070 (CA Department of Finance), however the population increases daily because of visitation to the numerous hospitality and lodging establishments, and individuals travelling to St. Helena for their occupation. St. Helena is a full-service City and encompasses an area of five square miles and is a General Law city operating under the Council/Manager form of government with four council members elected at large and a directly elected mayor. The City Manager is responsible for the efficient execution of Council adopted policies through various departments including Administrative Services, Community Development, Fire, Library, Parks & Recreation, Police, and Public Works. The City from its inception has served as a rural agricultural center. Over the years, with the growth and development of the wine industry, the City has become an important business and banking center for the wine industry. The City also receives many visitors as a result of the wine industry and the area's scenic qualities. The main goal of the City is to maintain a small-town atmosphere and to provide quality services to its citizens.



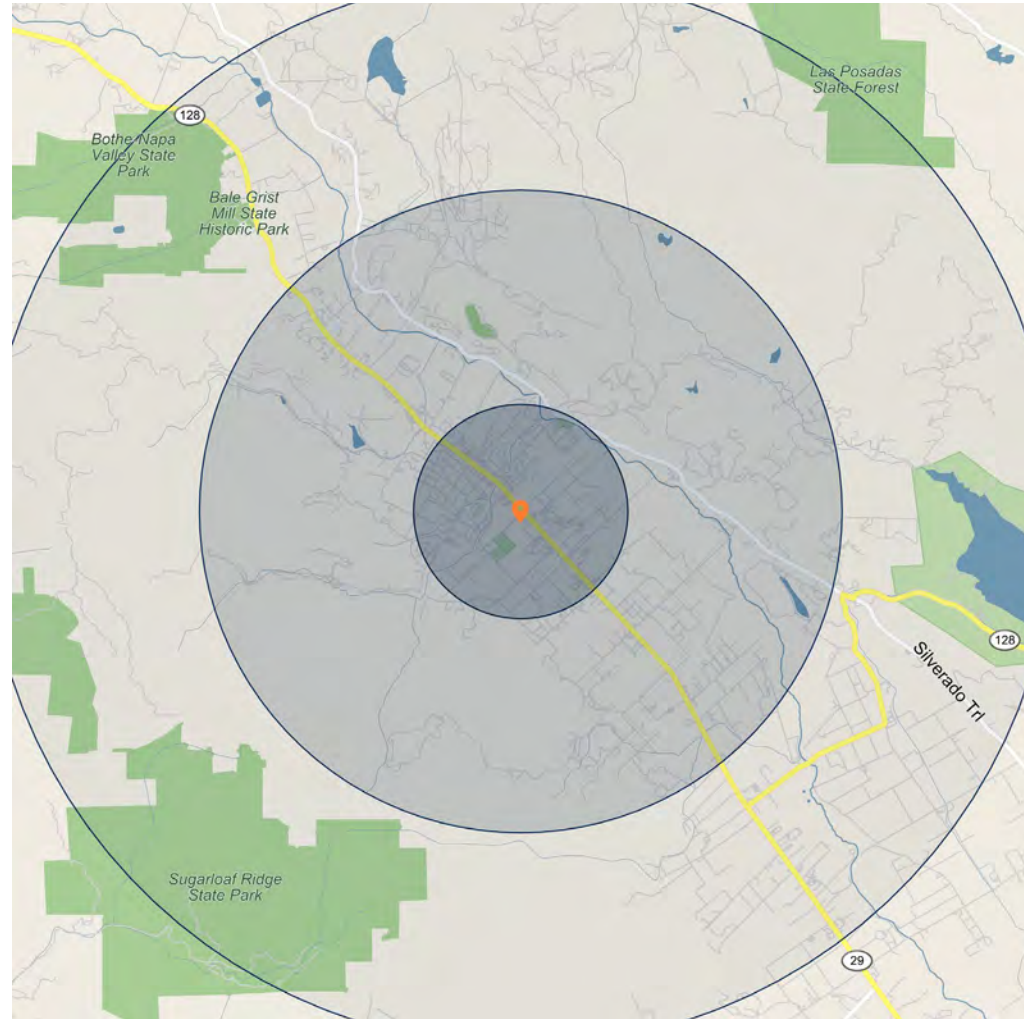
DEMOGRAPHICS

POPULATION	1 MILE	3 MILES	5 MILES
2029 Projection			
Total Population	3,757	6,834	9,069
2024 Estimate			
Total Population	3,740	6,787	8,964
2020 Census			
Total Population	3,801	6,968	9,204
2010 Census			
Total Population	3,885	7,417	9,670

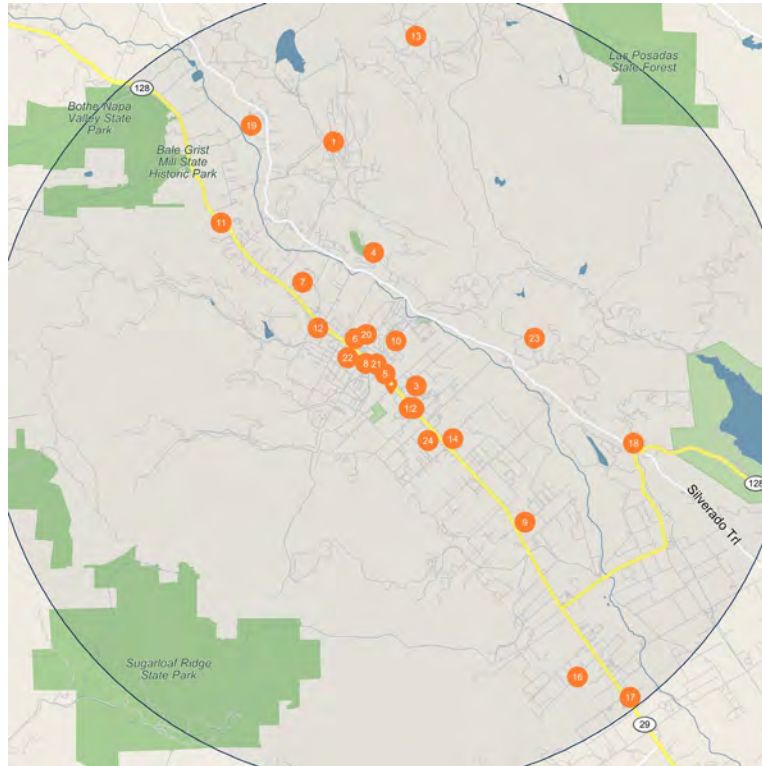
HOUSEHOLDS	1 MILES	3 MILES	5 MILES
2029 Projection			
Total Households	1,706	2,997	3,887
2024 Estimate			
Total Households	1,699	2,972	3,836
2020 Census			
Total Households	1,689	2,939	3,768
2010 Census			
Total Households	1,650	3,056	3,992

HOUSEHOLDS BY INCOME	1 MILE	3 MILES	5 MILES
Average Household Income	\$164,964	\$155,972	\$154,513
Median Household Income	\$129,366	\$117,284	\$117,259
Per Capita Income	\$73,089	\$69,064	\$67,518

POPULATION PROFILE	1 MILE	3 MILES	5 MILES
High School Graduate (12)	12.59%	11.53%	12.27%
Some College (13-15)	13.24%	14.40%	14.72%
Associate Degree Only	7.80%	8.82%	9.64%
Bachelor's Degree Only	38.46%	33.70%	32.13%
Graduate Degree	19.22%	21.58%	21.50%



DEMOGRAPHICS



NEARBY EMPLOYERS

1.	St Helena Hospital-Adventist Health St Helena	750
2.	Sutter Home Winery Inc-Trinchero Family Estates	200
3.	Jack Neal & Son Inc	200
4.	Meadowood Assoc A Ltd Partn-Meadowood Resort and Cntry CLB	160
5.	Lmr Destinations LLC-Long Meadow Ranch	150
6.	NAPA Valley Vintners	86
7.	C Mondavi & Family-Charles Krug Winery	85
8.	Sunshine Foods Partners	77
9.	Agn Glass LLC	75
10.	Silverado Orchards LLC-Management Associates	75
11.	Brasswood	72
12.	Alia NAPA Valley	68
13.	Crestwood Behavioral Hlth Inc-1116 Angwin Mhrc	66
14.	V Sattui Winery	65
15.	Warren Resorts Inc-El Bonita Motel	57
16.	FN Cellars LLC	55
17.	FN Cellars LLC	55
18.	Round Hill Cellars-Rutherford Wine Company	55
19.	Rombauer Vineyards LLC	52
20.	Frank Rimerman & Co LLP-Frank Rimerman & Co	51
21.	True Alliance Corporation-Pizzeria Tra Vigne	50
22.	Gotts Partners LP-Gotts Roadside	50
23.	Stone Bridge Cellars Inc-Joseph Phelps Vineyards	50
24.	Hall Wines LLC-Walt	50
25.	Permanente Medical Group Inc	50

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