



Premier Napa Hotel Development Opportunity

5.57 Acres at Trancas & Silverado Trail

NORTH CORNER OF TRANCAS STREET AND SILVERADO TRAIL, NAPA, CA 94558

MICHAEL HOLCOMB

W REAL ESTATE | BROKER/OWNER

DRE #01458995 | 707.294.2944

MHOLCOMB@WREALESTATE.NET

NICK DAVINO

W REAL ESTATE | SENIOR ADVISOR

DRE #02319959 | 707.815.0013

NICKDAVINO@WREALESTATE.NET

CHARLES W. MEIBEYER

VINE AND WINE PROPERTIES

DRE #01754455 | 707.529.3065

CHUCK@VINEANDWINEPROPERTIES.COM



Property Summary

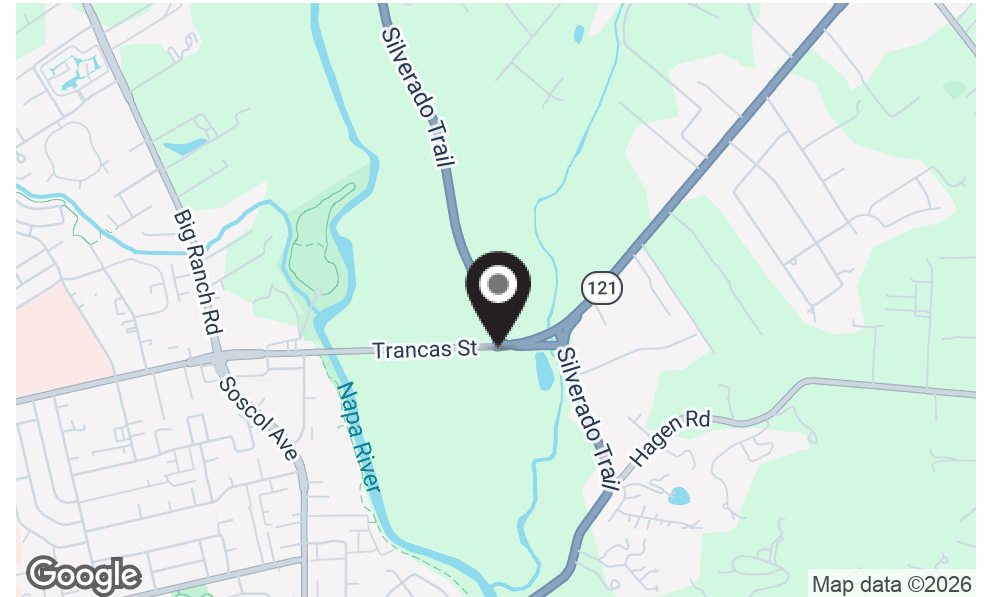
PREMIER NAPA HOTEL DEVELOPMENT OPPORTUNITY - 5.57AC AT TRANCAS & SILVERADO TRAIL | NAPA

Property Description

Exceptional opportunity to acquire a ±5.57-acre development site positioned on the prominent north corner of Trancas Street and Silverado Trail in the City of Napa. This highly visible gateway location offers direct access to Highway 29 and Silverado Trail—two of Napa Valley’s primary travel corridors—placing the site at the crossroads of regional, tourist, and local traffic.

Under the City of Napa’s adopted 2040 General Plan, the property’s designation transitions to **Hospitality Commercial (HC)**, a new evolution of the former Tourist Commercial classification intended to support lodging and hospitality-oriented uses. While the City’s interim Zoning Ordinance does not yet codify the HC designation, hospitality use applications are anticipated to be processed following adoption of the Zoning Ordinance Update, currently projected for Spring 2026.

With Napa Valley’s sustained tourism demand, constrained hotel supply, and strong ADR performance, this offering represents a rare opportunity to control a strategically located hospitality development site in one of California’s most established destination markets.



Offering Summary

Sale Price	\$7,000,000
Price Per SF	\$28.85/SF
Price Per Acre	\$1,256,732.49/AC
Lot Size	5.57 Acres

Property Details & Highlights

PREMIER NAPA HOTEL DEVELOPMENT OPPORTUNITY - 5.57AC AT TRANCAS & SILVERADO TRAIL | NAPA



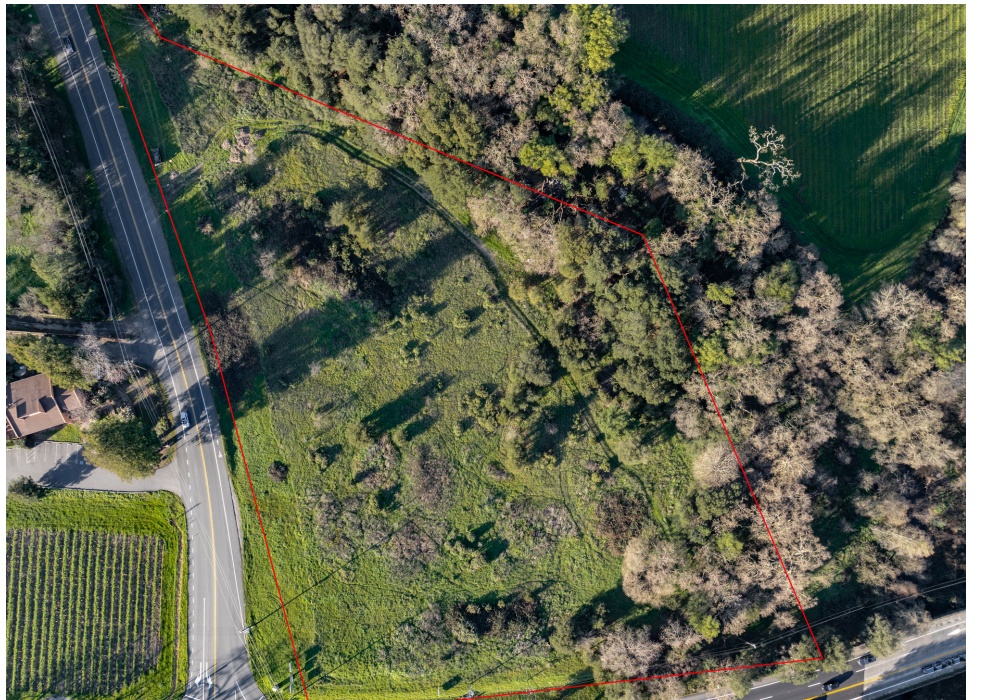
Asking Price:	\$7,000,000
Parcel:	039-270-013-000
Acreage:	5.57 Acres
Assessors Description:	45RS9
Parcel Square Footage:	242,629 SF
Zoning(Current):	AR - Agricultural Resource
Zoning(Future):	CT - Tourist Commercial/CH - Hospitality Commercial

- **Prime Gateway Location** – Prominent 5.57-acre corner parcel at Trancas Street and Silverado Trail, one of Napa Valley’s most traveled intersections with immediate access to Highway 29 and Silverado Trail.
- **Hospitality Commercial:** Provides for commercial retail and service uses, including lodging, restaurants, and service stations oriented towards tourists and other visitors to the community. Visitor-serving retail uses which emphasize the historic role of the Napa Valley in viticulture, such as wineries and wine centers, are also permitted
- **Rare Large-Scale Development Site** – One of the few remaining undeveloped parcels of scale within the City of Napa capable of accommodating a full-service, boutique, or select service hotel concept.
- **Supply-Constrained Market** – Napa Valley’s tightly controlled development environment and limited new hotel inventory create strong barriers to entry and long-term competitive positioning.
- **Strong Tourism Fundamentals** – Supported by year-round visitation driven by wine tourism, culinary destinations, luxury retail, corporate retreats, and proximity to the Bay Area.
- **Strategic Entitlement Timing** – Pending updates to the City’s zoning framework create an opportunity for developers to align a hospitality proposal with Napa’s evolving land use direction and General Plan.
- **One of few parcels in the City of Napa designated for new hotel development.**

Zoning Information

Property Development Standards	CL	CT	CC	Additional Standards
Floor area ratios (FARs) and densities	See General Plan for FARs and densities applicable to property			See Ch. 17.52 for calculation of FARs and densities
Height (in feet)	30	40	40	
Minimum lot area (sq. ft)	5,000	10,000	10,000	
Lot width (feet) at front setback line	50	70	70	
Lot frontage (feet) at front property line	50	50	50	(1)
Front setback (feet)				
Arterial or collector	30	30	30	(2)
Local street	15	15	15	
Side setback (feet)				
Arterial or collector	30	30	30	(2)
Local street	15	15	15	
Side yard (feet)	NA	NA	NA	(3)
Rear yard (feet)	NA	NA	NA	(3)

- Tourist Commercial (CT): This zoning district implements the tourist commercial land use category of the General Plan and may be applied in the mixed use category in areas where there are existing or planned concentrations of visitor serving uses. It provides for uses oriented toward tourists and other visitors to the community. The district encourages hotels and motels and their related amenities and recreational facilities. This district also includes community and visitor-serving retail commercial, entertainment, restaurants, service stations and similar compatible uses. Visitor-serving retail uses that emphasize viticulture, such as wineries and wine centers, are also appropriate.
- The Napa 2040 General Plan changes this parcels designation to Hospitality Commercial, a new version of Tourist Commercial. The interim Zoning Ordinance adopted following the General Plan does not currently address the HC designation. Hospitality use applications may therefore be subject to review upon adoption of the Zoning Ordinance Update, anticipated in Spring 2026.
- <https://www.cityofnapa.org/DocumentCenter/View/13220/Draft-Land-Use-Designations-4-2021-PDF>





About W Commercial

W Commercial is a full-service real estate brokerage founded in Northern California. We've built a solid reputation of excellent customer service, attention to detail, and results. We provide unparalleled service and expertise that will exceed your expectations. Through advertising locally, statewide, nationwide, and around the world, we ensure your property receives maximum exposure.

Our team of knowledgeable agents and marketing specialists work together to produce exceptional results. We do our research, know what drives sales, and are always ahead of the curve on industry trends, consistently selling in all sectors of real estate at or above the asking price.

500 BICENTENNIAL WAY, SUITE 310
SANTA ROSA, CA 95403

PHONE: 707.591.0570
WCOMMERCIALRE.COM





About Napa

Napa is the vibrant heart of Northern California’s Wine Country, located about 50 miles northeast of San Francisco. The city blends historic charm with modern development, anchored by a lively downtown along the Napa River featuring restaurants, tasting rooms, boutique retail, hotels, and entertainment. Its central location provides convenient access to Highways 29, 221, 121, and the greater Bay Area.

With a strong economy supported by tourism, hospitality, healthcare, and professional services, Napa offers a balanced mix of lifestyle and business opportunity. Surrounded by vineyards and scenic hills, the city continues to attract residents, investors, and visitors seeking both quality of life and commercial vitality.

POPULATION	5 MILES	10 MILES	15 MILES
Total Population	85,992	101,285	386,086
Average Age	43	45	42
Average Age (Male)	42	43	41
Average Age (Female)	44	46	43

HOUSEHOLDS & INCOME	5 MILES	10 MILES	15 MILES
Total Households	32,095	38,240	135,647
# of Persons per HH	2.7	2.6	2.8
Average HH Income	\$141,724	\$146,100	\$132,218
Average House Value	\$941,190	\$995,612	\$752,975



**VINE & WINE
PROPERTIES**

MICHAEL HOLCOMB

W REAL ESTATE | BROKER/OWNER
DRE #01458995 | 707.294.2944
MHOLCOMB@WREALESTATE.NET

NICK DAVINO

W REAL ESTATE | SENIOR ADVISOR
DRE #02319959 | 707.815.0013
NICKDAVINO@WREALESTATE.NET

CHARLES W. MEIBEYER

VINE AND WINE PROPERTIES
DRE #01754455 | 707.529.3065
CHUCK@VINEANDWINEPROPERTIES.COM

DISCLAIMER

This property is being offered on an as-is basis. While the Broker believes the information in this brochure to be accurate, no warranty or representation is made as to its accuracy or completeness. Interested parties should conduct independent investigations and reach conclusions without reliance on materials contained in this brochure.

This property owner requests that you do not disturb the Tenants, as the property will only be shown in coordination with the Listing Agent.

This brochure is presented under the terms and conditions of the Confidentiality Agreement. As such, the material contained in this brochure is confidential and is provided solely for the purpose of considering the purchase of the property described herein. Offers should be presented to the agent for the property owner. Prospective buyers are encouraged to provide the buyer's background, source of funds, and any other information that would indicate their ability to complete the transaction smoothly.