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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.



WYDOWN HOTEL



The Offering.....	5
Executive Summary.....	6
Location.....	8
Aerial Overview.....	9
Ground Floor Retail.....	10
Facilities Guide.....	12
Expansion Potential.....	14
St Helena Overview.....	15
Supporting Documents.....	16

TABLE OF CONTENTS





WYDOWN HOTEL

THE OFFERING



Property Description

W Commercial in conjunction with Coldwell Banker BOV are pleased to present the The Wydown Hotel; a rare opportunity to acquire a premier boutique hospitality asset in the heart of downtown St. Helena. Positioned on the bustling Main Street, the property combines historic architecture with modern design, featuring 12 beautifully appointed guest rooms that deliver the upscale, intimate experience today's Napa Valley visitor demands.

In addition to its lodging offering, the property boasts two ground-floor retail suites with high-visibility frontage on St. Helena's bustling Main Street corridor. These spaces capture strong daily foot traffic from tourists and locals alike, creating a valuable income stream and potential synergy with the hotel's guest base. The flexibility of these suites—ideal for retail, tasting rooms, or boutique food and beverage concepts—further enhances the investment profile, ensuring long-term demand and revenue diversification.

With limited hotel development opportunities in St. Helena, the Wydown's existing building plans for an additional eight guest rooms represent a significant competitive advantage and a clear path for future growth. Combined with its irreplaceable location, recent upgrades including seismic, and diversified income drivers, the Wydown Hotel offers investors an exceptional chance to own a trophy asset in California's most sought-after wine country market.



EXECUTIVE
SUMMARY

GUEST ROOMS	12 Rooms (expansion plans for 8 additional rooms)
LAND AREA	.58 AC(25,265 SF)
BUILDING AREA	11,032 SF
RETAIL SF	2,500 SF
YEAR BUILT/RENOV	1886/2001
YEAR HOTEL OPENED	09/15/2011
2025 OCCUPANCY	66%
2025 ADR	\$379
SALE PRICE	Upon Request

INVESTMENT HIGHLIGHTS

- Irreplaceable Downtown St. Helena Location**
Premier Main Street positioning in the heart of Napa Valley's most prestigious submarket, steps from top-tier dining, tasting rooms, and retail, with exceptional walkability and visibility.
- Embedded Expansion Upside**
Entitlement process initiated by current property owner for eight (8) additional guest rooms, with architectural plans already completed by Bliss Landscape Architecture and MG+CO, providing a clear, de-risked path to value creation through expansion. All work has been completed for a submittal to the City of St Helena, who has openly encouraged an expansion at this property. This expansion would effectively increase existing room count by 67%.
- Strong Barriers to Entry and Limited New Supply**
St. Helena has some of the strictest development controls in Napa Valley, severely limiting new hotel development and protecting long-term pricing power and occupancy.
- Boutique, High-End Hospitality Product**
Intimate, design-forward asset catering to affluent leisure travelers seeking premium, experience-driven accommodations in one of the world's top wine tourism destinations.
- Year-Round, High-Quality Demand Drivers**
Benefits from consistent visitation driven by wine tourism, culinary destinations, events, and luxury leisure travel, supporting strong ADR and resilient occupancy.
- Compelling Long-Term Value and Exit Liquidity**
Located in a globally recognized destination with enduring appeal, offering strong long-term fundamentals and liquidity among institutional and high-net-worth hospitality investors.



WYDOWN HOTEL

LOCATION



Location Description

The Wydown Hotel is ideally situated at 1424 Main Street in the heart of downtown St. Helena, the epicenter of Napa Valley’s world-renowned wine country. St. Helena is widely regarded as one of the most prestigious and desirable destinations in the Napa Valley, serving as a year-round hub for luxury tourism, fine dining, and high-end hospitality.

The property benefits from exceptional walkability to St. Helena’s Main Street amenities, including over 20 Michelin-starred and destination restaurants, 15 boutique retail stores, 18 tasting rooms, and cultural attractions. Notable nearby destinations include Hall Wines, Beringer Vineyards, Charles Krug Winery, and The Culinary Institute of America at Greystone, all within minutes of the hotel. Additionally, 145+ wineries sit within a 15-minute drive of the hotel.

The hotel is centrally positioned within Napa Valley, with convenient access to Yountville, Napa, Calistoga, and Sonoma, and within driving distance of the greater Bay Area. Proximity to Sonoma County, Oakland, San Francisco, and Sacramento international airports further enhances accessibility for both domestic and international visitors. The combination of a premier downtown location, limited local hotel supply, strong year-round tourism demand and close proximity to the San Francisco, Bay Area drive market with 7.59 million people makes the Wydown Hotel a highly desirable hospitality asset.

TRAVEL DISTANCES BY CAR

Destination	Distance	Drive Time
Yountville	10 mi	15 min
Calistoga	17 mi	25 min
Napa	18 mi	25 min
Napa County Airport	25 mi	34 min
Santa Rosa	28 mi	45 min
Sonoma County Airport	26 mi	45 min
Oakland Intl (OAK)	65 mi	1h 40m
Sacramento Intl (SMF)	75 mi	1h 55m
San Francisco Intl (SFO)	77 mi	1h 55m



WYDOWN HOTEL

AERIAL OVERVIEW



Capo 29

GOTT'S
ROADSIDE

JCB
by Jean-Charles Bosset

THE SAIN

CAMEOCINEMA
THE ART OF STORYTELLING

GILLWOODS
CAFE

Arader Galleries

MARKET
An American Restaurant

MODEL BAKERY

WYDOWN HOTEL

elysewalker



GROUND FLOOR RETAIL



Retail Description

The Subject property also features two ground floor retail suites measuring approximately 1,250 SF per suite.

One suite is occupied by **La Bohème by Collabria Care**; a curated resale boutique in downtown St. Helena offering unique vintage and gently used home décor, art, fashion, and accessories. Operated in support of Collabria Care, all proceeds benefit local hospice, palliative care, and caregiver support services, making every purchase both stylish and meaningful.

The vacant suite is currently on the market for lease at \$4.25/SF NNN and has seen significant interest from potential retail tenants.

The Wydown Hotel's ground-floor retail suites present a unique opportunity to meaningfully diversify and enhance the property's revenue stream beyond room income. Positioned directly on Main Street in the heart of downtown St. Helena, these spaces benefit from exceptional visibility, consistent foot traffic, and exposure to both overnight guests and the region's millions of annual visitors.





WYDOWN HOTEL

FACILITIES GUIDE



Positioning

Curated boutique hotel offering unique, intimate and highly personalized guest experience through distinctive design, local character and attentive service.

Opening date

2011 - Annual Capital Improvement Plan in place since opening

Guest Rooms

12 curated guest rooms with ranging in size from 320 to 400 square feet

Guest Room Expansion

Full set of professionally designed architectural plans to add 8 new guest rooms to the property

Conference Rooms

Flex space available to accommodate meetings and special events.

Lobby & Public Areas

Large lobby, breakfast cafe, tea-room and wine lounge

Wellness & Fitness Center

Special guest access to Healthspa Napa Valley located near the hotel. Healthspa Napa Valley offers fitness equipment, full-service spa amenities and a swimming pool





WYDOWN HOTEL

EXPANSION POTENTIAL

The Wydown Hotel currently has 12 spacious guest rooms. An outstanding opportunity exists to expand the hotel inventory by an additional 8 guest rooms bringing the total guest room count to 20 keys.

Current ownership has completed plans to expand the hotel to 20 rooms. They commissioned a highly professional architectural firm and a landscape company to design a set of plans for the addition of 8 hotel rooms. The plans are extremely well thought out and call for the addition of two new buildings to be constructed behind the existing hotel. The design creates a central courtyard area to frame the entry of the hotel and creates a beautiful private space for guest to enjoy. This courtyard also doubles as a place to hold meetings and special events. As part of the expansion, the parking area also gets reimagined and is designed to accommodate the parking needs for the additional guest rooms. As part of the expansion a water use study was completed and the existing use rights for the property satisfy the water requirements for 8 additional rooms. The property also sports a private arrival auto entry on Railroad Ave

Ownership submitted the plans to the City of St Helena and received favorable feedback from City Council to move forward with the expansion, however, ownership decided to put the expansion project on hold. A new owner can utilize the existing plans if they wish to expand the property to increase overall revenue and add value of the asset.

A full set of completed architectural plans are available for review upon request.





ST HELENA OVERVIEW

Located in the heart of Napa Valley's most prestigious wine corridor, St. Helena is widely regarded as the epicenter of luxury wine country hospitality, making it one of the most desirable boutique hotel markets in California. The town is home to world-renowned wineries, Michelin-starred restaurants, and some of the region's most exclusive resorts and tasting experiences. This positioning attracts a high-income, experience-driven visitor profile that prioritizes intimate, high-quality accommodations over large-format hotels and is directly aligned with the positioning of the Wydown Hotel.

St. Helena is a highly supply-constrained and tightly regulated market, with strict zoning controls, limited developable land, and significant barriers to new hotel development. As a result, new hotel supply is extremely rare, and existing, well-located boutique assets benefit from sustained pricing power and consistently strong demand. Investment in the area continues to favor luxury and experiential hospitality concepts, further reinforcing the long-term competitive position of irreplaceable assets like The Wydown.

Situated along Main Street in downtown St. Helena, The Wydown Hotel is uniquely positioned at the center of the town's retail, dining, and tasting room district, offering guests a walkable, immersive wine country experience that is increasingly preferred by modern travelers. With convenient access from the Bay Area and proximity to many of Napa Valley's most valuable vineyards and destinations, St. Helena continues to command some of the highest average daily rates in the region.

St. Helena combines global destination appeal with extreme supply scarcity, creating a durable investment environment for well-located boutique hospitality assets. The Wydown Hotel benefits directly from these dynamics, offering investors exposure to one of the most defensible and high-barrier-to-entry hotel submarkets in the western United States.



SUPPORTING DOCUMENTS

Ownership is actively working in coordination with the City of St. Helena to resubmit the previously approved, but now expired, entitlements for an additional eight guest rooms at the property. This proactive effort is intended to streamline the approval process and position the asset for a future purchaser with reinstated, active entitlements upon acquisition. By advancing this process prior to closing, ownership aims to reduce entitlement risk, shorten development timelines, and enhance overall project certainty for incoming ownership.

Tours can be arranged through the listing brokers. We kindly ask that you do not disturb the hotel employees or retail tenant.

The following information is available to investors upon request and the signing of a Confidentiality Agreement:

- Financial Statements
- Proforma/Financial Projections
- P&L
- Retail Lease
- Architectural Expansion Plans
- Landscape Expansion Plans
- Permits
- Water Study
- Pricing Guidance

Please contact the listing brokers to obtain a copy of the Confidentiality Agreement.



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COLDWELL BANKER
BROKERS OF THE VALLEY