



THE STOREHOUSE



A NEW PROVISIONS CONCEPT

Where Community Meets Craft

Curated stalls · Local chefs · Shared tables · Craft bar

The Storehouse — Livermore, CA





D O W N T O W N

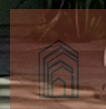
LIVERMORE'S FIRST MICRO FOOD HALL

2455 Railroad Avenue

Corner of First St & Railroad Ave · Downtown Livermore

First-of-its-kind in the Tri-Valley

Join an exclusive lineup of the Bay Area's finest chefs, artisans, and makers in a curated food hall at the crossroads of wine country and downtown Livermore.





First life,
then spaces,
then buildings.

- Jan Gehl



A Space For Every Concept



Food Stalls

150-1,000 SF · Customizable spaces for chefs and culinary brands



Kiosk

80-150 SF · High-visibility counter-service positions in the hall



Indoor Retail & Merch

200-500 SF · Specialty food, wine, merch, provisions shops



Outdoor Retail

Varies · Open-air market stands and seasonal merchants



Food Truck / Airstream

BYO or landlord provided · Permanent on-site mobile food with built-in traffic



Outdoor Patio

5,500 +/- SF across 3 zones · Al fresco dining at the heart of wine country



Pop-Up Space

Flexible · Rotating concepts, test kitchens, limited runs



Live Events & Programming

Music, entertainment, specialty dinners, markets · Built into the experience year-round



SITE PLAN



terrace bar with open air bar seating



drink rail built into deck edge



shaded street facing patio



retractable shade system over beer garden with string lights



retail kiosk at entry



sign spans over entry serving as gateway to project



retail kiosks and food truck parking



event lawn for outdoor programming



garden bar: tequila or other concept built on terrace.



anchor restaurant space with Type 1 Hood



taphouse bar



restaurant + kiosks



SHOP SPACES FOR LEASE



retail kiosk at entry



retail, food, or dessert kiosk along entry walkway



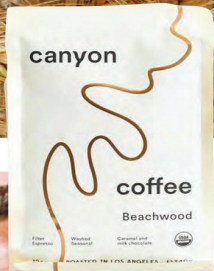
food and retail trailers



coffee shop or cafe



FROM THE
BIRTHPLACE
OF CORN



details



drink rail on railing at terrace deck



modern wood paneling at main entries



open air bar kiosk on terrace



form of small kiosk at entry to terrace



mural concept



Where Wine Country Meets the Craft Economy

Now, the numbers to back it up.



Why Operators Choose Food Halls

	Food Hall Stall	Standalone Restaurant
Startup Cost	\$5K-\$325K +/-	\$500K-\$2.5M
5-Year Survival Rate	83.7%	~20%
Operator Margin	15-20% +/-	<10%
Vendor Revenue Potential	Up to \$1.25M +/-	Varies Widely

25 food halls in 2010 → 458+ in 2026 — 18x growth, the fastest-growing format in F&B

- Shared back-of-house, marketing, and operations reduce your overhead
- Built-in foot traffic from co-tenants — your neighbors bring your customers
- Lower risk, faster launch, and higher margins than going solo



A Market Hungry For You



\$314M

Annual Restaurant
Spending (Trade Area)



104K+

Daytime Population
(5-Mile Radius)



\$174K

Median HHI
(Trade Area)



ZERO

Food Halls in
The Region (460K+)



50+

Wineries in
Livermore Valley



4,095

New Housing
Units in Pipeline



*The future of dining is
communal, curated, and local.*



Affluent, Educated & Food-Obsessed

51%

of households
earn \$150K+

Nearly 2x the national median

50.6%

hold a bachelor's
degree or higher

vs. 33% nationally

\$7,143

spent per household
on dining out/year

Bay Area avg – 82% above US

- 460K+ residents across Tri-Valley + Tracy with \$174K blended median income
- 42% of Livermore residents are age 25-54 – the heaviest restaurant spenders
- 9,000+ employees at Lawrence Livermore National Lab (avg engineer salary \$135K-\$152K)
- Tri-Valley attracted \$763M in venture capital in 2024 alone



Millions of Visitors Already Here

SF PREMIUM OUTLETS

6.5–7M

Visitors per year – just 7 min from downtown

- California's largest outdoor outlet (180+ stores)
- Zero quality dining – Chipotle & Johnny Rockets are the best options
- 6.5M+ shoppers hungry for real food, just 7 minutes away
- Tourist corridor: SF → Outlets → Wine Country → Yosemite

WINE COUNTRY & TOURISM

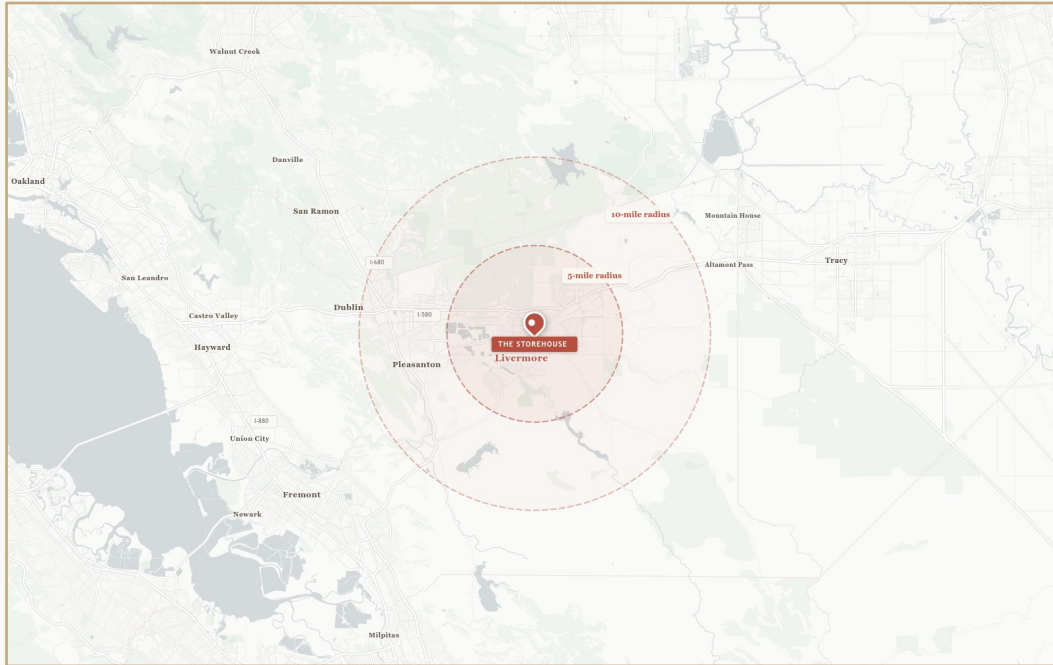
\$631M

Annual Tri-Valley travel spending

- 50+ wineries in Livermore Valley AVA
- \$200M spent on food service from tourism alone
- 1.4M overnight trips + millions of day visitors
- 135-room Marriott AC Hotel opening downtown



Where the Customers Come From



TRI-VALLEY POPULATION

317,000+

67% growth since 2010 – one of the fastest-growing regions in the Bay Area



MEDIAN HOUSEHOLD INCOME

\$160K+

5-mi radius: \$174K median HHI. High-earning, food-forward consumer base



REGIONAL DRAW RADIUS

15–30 mi

Dublin, Pleasanton, San Ramon, Fremont, and Central Valley via I-580 & ACE Rail

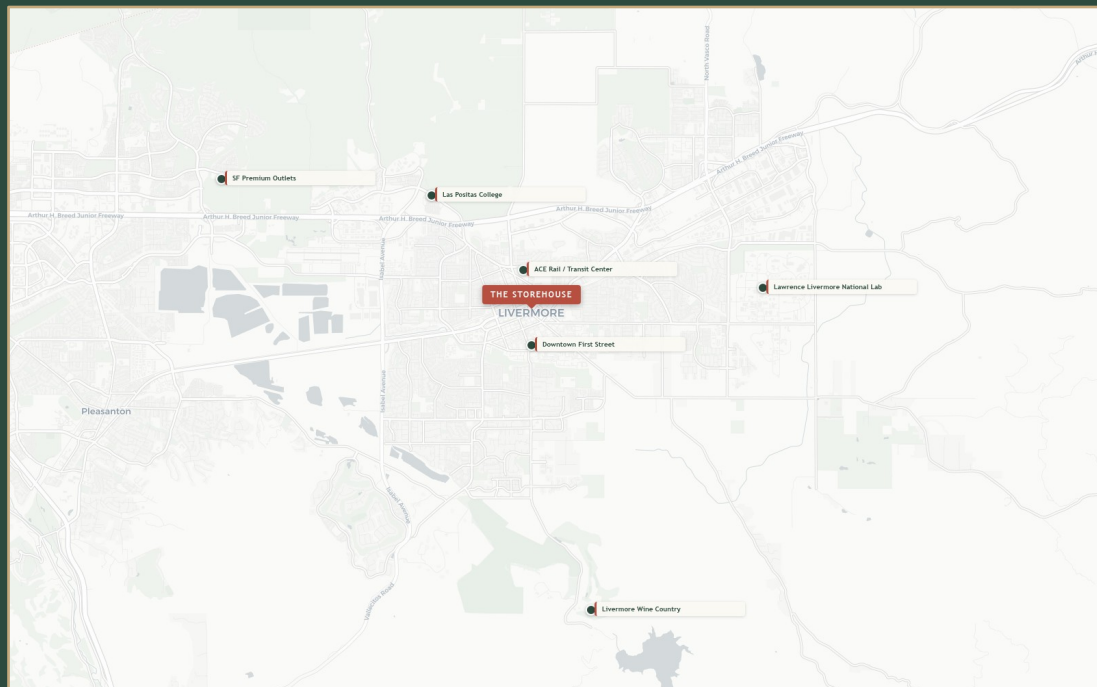


NEW HOUSING PIPELINE

4,095

Units approved in Isabel Neighborhood alone – walking distance to downtown

Everything Converges Here



DOWNTOWN LIVERMORE

Walkable First Street dining district – restaurants, tasting rooms, boutiques



LLNL & SANDIA LABS

8,500+ employees at Lawrence Livermore National Lab – high-income lunch & after-work crowd



LAS POSITAS COLLEGE

8,300+ students just north of downtown – daily food traffic year-round



50+ WINERIES

Livermore Valley AVA – California's oldest wine region draws visitors from across the Bay



SF PREMIUM OUTLETS

6.5-7M annual visitors. California's largest outlet – 7 min from The Storehouse



ACE RAIL + VALLEY LINK

Transit station at 2500 Railroad Ave – steps away. Valley Link rail coming 2032

WHY THIS MOMENT



A Once-in-a-Generation Window



4,095

NEW HOUSING UNITS

Isabel Neighborhood Plan — nearly 10,000 new residents within walking distance of downtown



VALLEY LINK

RAIL CONNECTING TO BART

New passenger rail from Livermore to Dublin/Pleasanton BART. Phase 1A targeted 2032



AC HOTEL

135-ROOM MARRIOTT

Downtown boutique hotel with rooftop bar — bringing overnight visitors directly to First Street



\$42B

TRI-VALLEY GDP

Larger than Vermont's entire economy — and no food hall anywhere in the Tri-Valley

First movers get the best locations, the strongest brand position, and a 3-5 year head start



Livermore vs. Comparable Markets

	Livermore	Walnut Creek	Pleasanton
Population	85,000+	69,800	79,600
Median Household Income	\$153,602	\$135,665	\$186,721
5-Mile Trade Area Pop.	93,400+	~75,000	~82,000
Existing Food Halls	NONE – First Mover!	0 (Foundry stalled)	0
Tourism Draw	50+ Wineries + Outlets	Broadway Plaza	Stoneridge Mall
Major Employer Anchor	LLNL (9,000+ staff)	Kaiser / John Muir	Workday / Roche
Dining Spend (Trade Area)	\$314M total	\$7,697/hh/yr	\$280M+ est.
Housing Pipeline	4,095 New Units	Limited	Moderate

Livermore: strongest demographics + zero food hall competition + biggest growth pipeline in the Tri-Valley



Bay Area's Best Are Already Choosing Livermore

FROM SAN FRANCISCO

Range Life

Bill Niles (ex-Tartine Manufactory, Bar Tartine, KronnerBurger)

James Beard finalist, Eater Rising Star, SF Chronicle 3-star. Left SF to open in Livermore. Now The Infatuation Top 14.

FROM SPAIN → BAY AREA → LIVERMORE

L Campo

Chef Torsten Schulz (Michelin-starred, ex-Beverly Hills, Milan, Las Vegas)

Spanish tapas & paella by a chef who earned a Michelin star in Portugal. Born in Javéa, Spain — chose Livermore in 2025.

FROM SAN FRANCISCO

Slice House

Tony Gemignani — 13x World Champion, SF North Beach

First American to win World Pizza Cup in Naples. 40+ restaurants. U.S. Ambassador of Neapolitan Pizza. Opened Livermore Feb 2026.

FROM SF / LA

Cured: Fish Bar

Joe Tomaszak — SF Bay Area native, trained from LA to SF

Livermore's first fish bar. Freshest seafood within 40 miles. Chose Maple St in the heart of downtown for their concept.

FROM OAKLAND

Zachary's Chicago Pizza

Oakland original since 1983 — 100% employee-owned

Diablo Mag Best Pizza. Rockridge institution expanded to Livermore in 2025. Called it “a natural next step” (SFGATE).

LIVERMORE ORIGINAL

Wingen Bakery

Bryan & Aimee Wingen — sourdough artisans

From cottage bakery to beloved downtown anchor. Sourdough, pastries, and wood-fired pizza. ABC7, Michelin Guide listed.



**THE CULINARY SCENE IS
THRIVING.**

And it's only getting started.



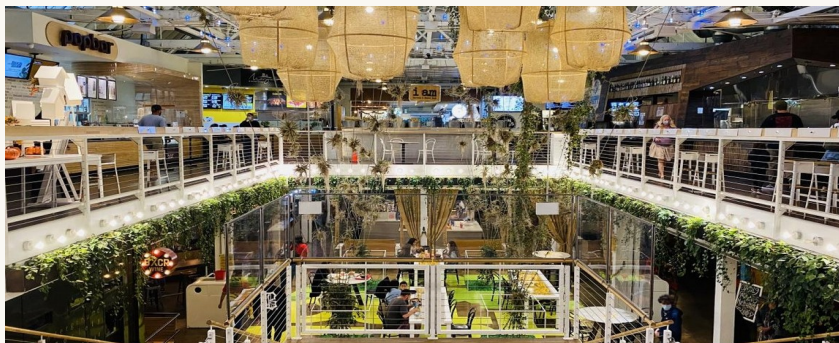
Downtown Livermore

*A walkable, thriving scene—
ready for its first food hall.*





Food Halls That Transformed Their Cities



Anaheim Packing House

1M+ visitors/yr • 30+ restaurants

Turned a 1919 packing house into Anaheim's #1 dining destination, doubling area property values



Oxbow Public Market, Napa

~1M visitors/yr • 20+ vendors

Anchored Napa's riverfront revival, sparking a walkable district of shops, hotels, and restaurants

Ferry Building, SF

Top 50 most-visited US landmark

Revitalized the Embarcadero waterfront, drawing 6M+ visitors/yr and lifting property values 40%+.

Emeryville Public Market

20+ stalls • Bay Area institution

Anchored a once-industrial corridor, catalyzing \$500M+ in mixed-use development nearby.

San Pedro Square, SJ

20+ vendors since 2011

Sparked downtown San Jose's revival—tripling evening foot traffic and inspiring 1,200+ new units.



What You Get at The Storehouse



Customizable Spaces, Built to Scale

150-1,000 SF stalls and suites you make your own. Shared infrastructure – grease trap, ventilation, electrical – keeps your buildout costs low.



Built-In Foot Traffic

Your co-tenants bring customers to your door. Cross-pollination is the food hall magic – multiple concepts, one destination.



Events & Marketing Engine

Specialty events, pop-ups, live music, makers' markets. Plus coordinated social media, PR, and digital marketing.



Affordable All-In Occupancy

Base rent + percentage rent structure. Shared CAM, marketing, and waste. Small space with high upside vs. traditional brick and mortar.



Curated Tenant Mix

We hand-select complementary concepts so every operator benefits. A rising tide lifts all boats.



Community & Culture


Join a curated collective of chefs, makers, and brands. Shared energy, shared customers, shared success in wine country's newest gathering place.

A large crowd of people is gathered at night under a wooden structure. The structure has a sign that reads "FARM HOUSE" in large, illuminated letters. The scene is lit with warm string lights and a bright stage light in the background. The crowd is seen from behind, looking towards the stage area.

FARM HOUSE

Community Events & Private Dining

Specialty events, pop-ups, live music,
and more – built into the experience.



LIVERMORE VALLEY

California's Next Great Food Destination

50+ wineries · 80+ downtown restaurants
460K+ regional population · \$314M dining market



COMING SOON

Summer 2026

Be Part of Livermore's First Micro Food Hall

2455 Railroad Avenue · Downtown Livermore, CA

Limited spaces available — inquire today



THE STOREHOUSE

Contact for Leasing Inquiries

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2455 Railroad Avenue · Downtown Livermore, CA

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