

Golden  
Gate

**Sotheby's**  
INTERNATIONAL REALTY

# *Public* Offering Memorandum

MOSKOWITE ESTATE  
COMMERCIAL DEVELOPMENT PROJECT



**Presented by:**

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Golden Gate Sotheby's International Realty



# Confidential Offering

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## Moskowite Estate | Commercial Development Project

6015 Steele Canyon Road and contiguous parcels in Napa

**PARCEL #1** - 120 Acres  
APN: 032-100-067 - Airport

**PARCEL #2** - 165.67 Acres  
APN: 032-420-019 - Lake, Dock, Home

**PARCEL #3** - 40 Acres  
APN: 032-420-008 - Adjoining Lake

**PARCEL #4** - 53.08 Acres  
APN: 032-420-020 - LLC Vineyard

**PARCEL #5** - 118.67 Acres  
APN: 032-420-021 - LLC Vineyard

**PARCEL #6** - 27.46 Acres  
APN: 032-420-013 - Entry Lot to Lake

**PARCEL #7** - 19.93 Acres  
APN: 032-420-014 - Entry Lot to Lake

**PARCEL #8** - 21.09 Acres  
APN: 032-150-061 - Moskowite Estate Winery

**PARCEL #9** - 10.01 Acres  
APN: 032-150-062 - Adjoining Winery

**PARCEL #10** - 10.01 Acres  
APN: 032-150-063 - Adjoining Winery

**PARCEL #11** - 1.26 Acres  
APN: 032-430-016 - Gas Station, Parking Lot, and Office

**PARCEL #12** - 160 Acres  
032-100-052 - Adjoining Airport Parcel

**PARCEL #13** - 40 Acres  
032-100-061 - Adjoining Airport Parcel

**Offered at \$75,000,000**

### Presented by:

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***MoskowiteEstate.com***



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# Opening Remarks

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Welcome to Napa Valley's historic 788-acre Moskowitz Estate & Winery, offered for sale for the first time.

Nestled in the eastern sector of the Napa Valley AVA, just 14 miles east of the renowned Silverado Country Club and neighboring prestigious wineries such as Kenzo, Jarvis, and Altamura, this extraordinary estate is a hidden gem featuring rare, grandfathered, and highly coveted entitlements. Few properties ever offered for sale in Napa Valley can rival the combination of development rights, natural resources, and geographic features found here.

The Estate & Winery has the potential to become Napa Valley's premier destination, thanks to its exceptional historic entitlements. These rights include the ability to fly directly into the property's private airport, swim and boat on the 500-acre-foot lake, host weddings and special events, construct a restaurant and/or hotel, and conduct unlimited wine tastings within its 40-acre winery footprint. Surrounded by 27 acres of pristine Cabernet Sauvignon vineyards, planted 7–10 years ago, the estate features a permitted 100,000-gallon production facility, tasting room, and stunning cave complex. This remarkable property is poised for the right owner to realize its full potential through these unparalleled entitlements.

Tucked beneath its own hillside, from which the cave system originates, the beautiful winery complex features a two-story, double-gabled building clad in river rock

and encompassing approximately 3,000 square feet. The property also includes a newly constructed outdoor wedding venue complete with a stage and bar area, a covered crush pad, office space, two restrooms, and substantial level, undeveloped land suitable for a commercially permitted hotel and restaurant.

Two abundant water sources—including the 500-acre-foot lake—further enhance the property's development potential. In addition, approximately 20 acres of contiguous, level land, partially planted with vineyards, are available for expansion and could be developed into one-acre homesites.

Strategically positioned at the highly trafficked intersection of the region's two primary thoroughfares, the winery is uniquely situated to capitalize on its status as the only Napa Valley estate and winery offering a private airport, lake, tasting room, production facilities, and the potential for a hotel and restaurant—all within a single property. The famous phrase, "Build it and they will come," aptly describes this exceptional opportunity.

The Executive Summary contained within this memorandum, authored by Paul Finch, one of the Napa and Sonoma regions' leading estate vineyard valuation experts, provides an insightful analysis of the property's target market, highest and best use, and its extraordinary development potential.



# Executive Summary

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## Moskowite Commercial Real Estate Development Project (“CRE”) Napa, CA

The Moskowite CRE Development Project represents a **multi-parcel, multi-use investment platform** spanning aviation, hospitality, winery operations, residential development, vineyard production, and commercial services. Collectively, the parcels create a vertically integrated destination ecosystem capable of serving **luxury tourism, wine industry operations, hospitality, recreation, and regional transportation** needs within Napa County.

The project’s unique combination of a **private airport, a 550-acre-foot lake, a 100-room hotel development site with restaurant, a fully permitted 100,000-gallon winery, 177± acres of producing vineyards, residential development parcels, and commercial frontage including a gas station and office building** positions the portfolio as one of the most diversified and strategically located development opportunities in the region.

### Key Asset Highlights

- **Parcel #1:** This parcel is designated for small aircraft. Features a 2,500-foot gravel runway and a 25-foot by 40-foot hangar.
- **Parcel #2:** This parcel encompasses a 550-acre-foot lake, a 2,800 square foot home, and multiple storage sheds.
- **Parcel #3:** Proposed development site for a future Home and Accessory Dwelling Unit (“ADU”).
- **Parcel #4 and #5:** These parcels include 150 planted acres of vineyards that are under contract until 2041 with Carneros Vintners at Fair Market Rates escalating based on regional averages annually.
- **Parcel #6:** Entry Lot to Lake: This parcel offers a 2,400 square foot view home with a paved driveway.
- **Parcel #7:** Entry Lot to Lake: This parcel features a gated paved road leading to the lake, sharing an easement with Parcel 1 and Parcel 6.

- **Parcel #8:** Moss Creek Winery: This commercial parcel is granted a 100,000-gallon permit and features a purpose-built winery. It also includes a 2,400 square foot cave, grandfathered entitlements for a restaurant or hotel, an outdoor wedding venue, a tasting room, offices, a retention pond, and a 17-acre Cabernet Sauvignon vineyard.
- **Parcel #9:** Adjoining Winery: This parcel includes 10 acres of planted vineyards (available to sell) and zoned for a 1-acre single family home.
- **Parcel #10:** Adjoining Winery: This parcel includes 10 acres and zoned for a 1-acre single family home.
- **Parcel #11:** This parcel includes an existing (non-operating) Gas Station, Parking Lot and Office Building.
- **Parcel #12:** Adjoining airport parcel
- **Parcel #13:** Adjoining airport parcel

These assets collectively support a **destination-level development** capable of capturing demand from **high-net-worth travelers, wine tourists, hospitality guests, aviation users, event clientele, and regional residents.**

### Target Market Analysis

#### 1. Determinate Attributes of the Target Customers

The project’s customers share several defining attributes:

##### A. High-Income, Experience-Driven Travelers

- Seek premium hospitality, private aviation access, curated wine experiences, and exclusive amenities.
- Value privacy, convenience, and luxury.

##### B. Wine Enthusiasts & Oenotourists

- Motivated by winery tours, tastings, vineyard experiences, and boutique accommodations.
- Typically aged 35–65 with above average disposable income.

# Executive Summary - continued

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## C. Corporate & Group Event Clients

- Require event venues, lodging, and hospitality services.
- Attracted to winery settings for retreats, weddings, and executive gatherings.

## D. Local & Regional Residents

- Demand fuel, convenience retail, office services, and recreational amenities.
- Represent recurring, stable revenue for commercial parcels.

## E. Real Estate & Hospitality Investors

- Interested in long-term vineyard leases, winery operations, and hotel performance.

## 2. Size of the Target Market

### A. Demographic Characteristics

Using Napa County and Bay Area regional data:

- **Population Base:** ~7.7 million residents within a 90-minute radius (Bay Area + Sacramento corridor).
- **Median Household Income:** \$110,000+ in core feeder markets (Marin, Napa, Sonoma, San Francisco, San Jose).
- **Tourism Volume:** Napa Valley receives **3.8–4.2 million visitors annually**, with **\$2.5B+ in annual visitor spending**.
- **Wine Tourism Profile:**
  - 70% of visitors have household incomes above \$100,000
  - 40% have incomes above \$200,000
  - Average spend per visitor: \$450–\$550 per day

## B. Geographic Location of the Target Market

### Primary Market (0–90 minutes):

- Napa County
- Sonoma County
- Solano County
- Marin County
- Contra Costa County
- San Francisco
- Oakland / East Bay
- Sacramento Metro

### Secondary Market (90–240 minutes):

- Silicon Valley
- Central Valley
- Lake Tahoe / Reno corridor
- Southern California fly-in visitors

### Tertiary Market (National & International):

- High-net-worth travelers from New York, Chicago, Texas, Florida
- International wine tourists (UK, Canada, China, Japan)

## 3. Key Target Market Segments

### Segment 1: Luxury Hospitality & Resort Guests

- High-income travelers seeking boutique hotel experiences.
- Drawn to the 100-room hotel development site and lake amenities.

## *Executive Summary - continued*

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### **Segment 2: Wine Tourists & Winery Visitors**

- Visitors to Moss Creek Winery and the adjoining vineyards.
- Motivated by tastings, events, and culinary experiences.

### **Segment 3: Private Aviation Users**

- Small aircraft owners, helicopter travelers, and charter services.
- Attracted by the 2,500-foot gravel runway and 25' x 40' hangar.

### **Segment 4: Event & Wedding Clients**

- Utilize the outdoor wedding venue, tasting room, offices, and cave.
- High-margin segment with year-round demand.

### **Segment 5: Residential Buyers**

- Interested in the single-family home development parcels.
- Typically affluent Bay Area professionals seeking second homes.

### **Segment 6: Local Service Users**

- Residents needing fuel, convenience retail, and office services.
- Supported by the "gas station, parking, and 3,000 square foot office building."

## **4. Estimated Percentage of the Target Market to Be Captured**

Based on comparable Napa developments and tourism capture rates:

### **Hospitality (100-Room Hotel and Restaurant)**

- Expected capture: **0.15%–0.25%** of annual Napa visitors
- Equivalent to **5,700–10,500 room nights annually**

### **Winery & Tasting Room**

- Expected capture: **0.5%–1.0%** of Napa wine tourists
- Equivalent to **19,000–38,000** visitors annually

### **Event Venue**

- Expected capture: **1.5%–2.5%** of regional winery event demand
- Equivalent to **45–75 weddings/events annually**

### **Private Aviation**

- Expected capture: **3%–5%** of small aircraft traffic in the region
- Equivalent to **150–250 annual aircraft movements**

### **Residential Parcels**

- Expected absorption: **1–2 units per year** based on Napa County luxury home demand.

### **Commercial Services (Gas Station & Office)**

- Expected capture: **5%–8%** of local traffic within the immediate corridor.

## **References**

### **Direct Document Citations:**

- Existing Commercial Property Listing including Addendums, Schedules and Lists

### **External Market Data Sources (Publicly Available):**

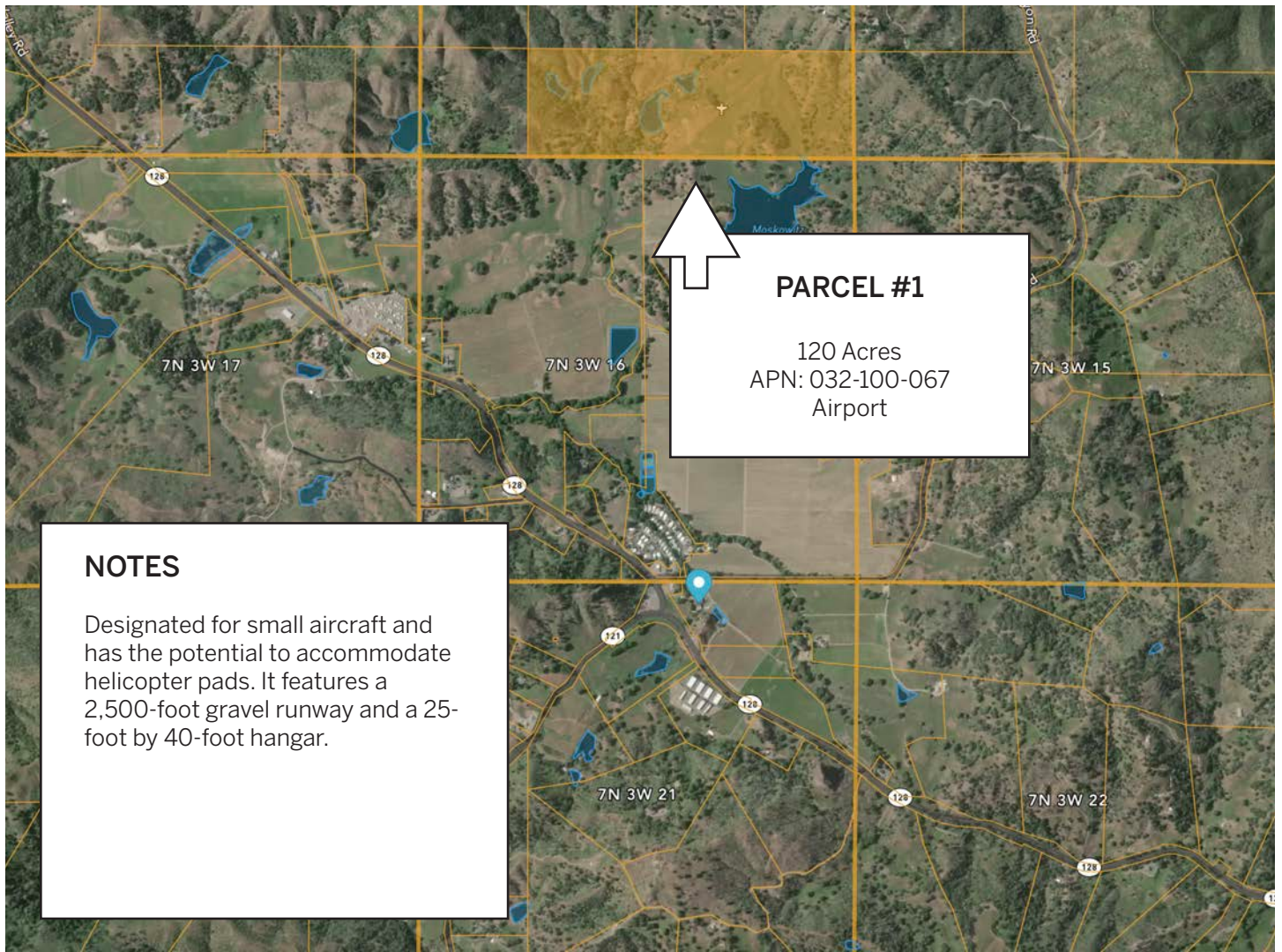
- Visit Napa Valley Annual Visitor Report
- U.S. Census Bureau – Napa County & Bay Area Demographics
- California Department of Finance – Regional Population & Income Data
- Napa County General Plan & Tourism Economic Impact Studies
- Wine Institute – Wine Tourism Statistics

# *Parcel Maps*

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## Parcel Maps Moskowite Estate

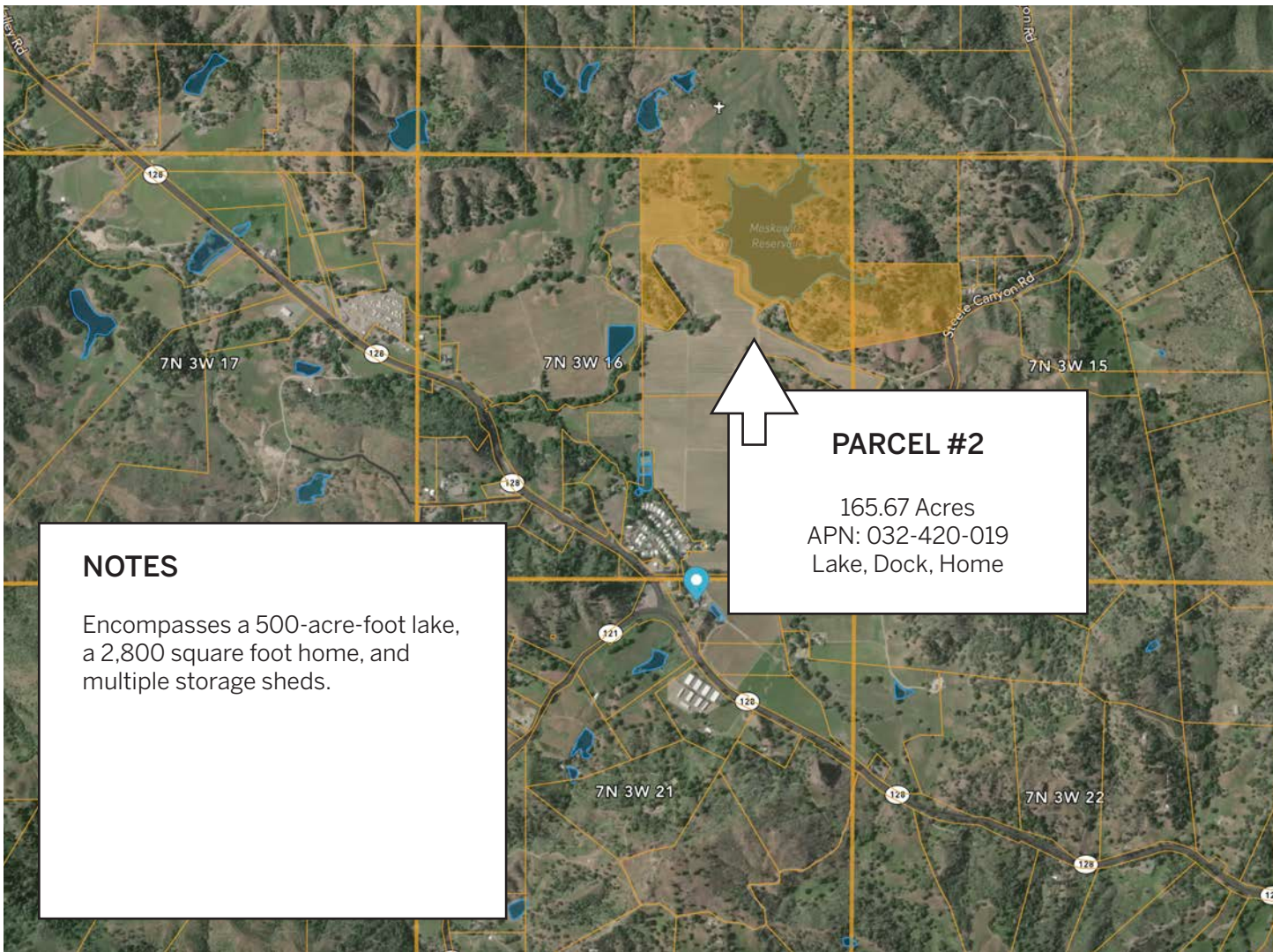
6015 Steele Canyon Road and  
contiguous parcels in Napa



**PARCEL #1**  
**Digitally Altered Image**

120 Acres  
APN: 032-100-067  
Airport



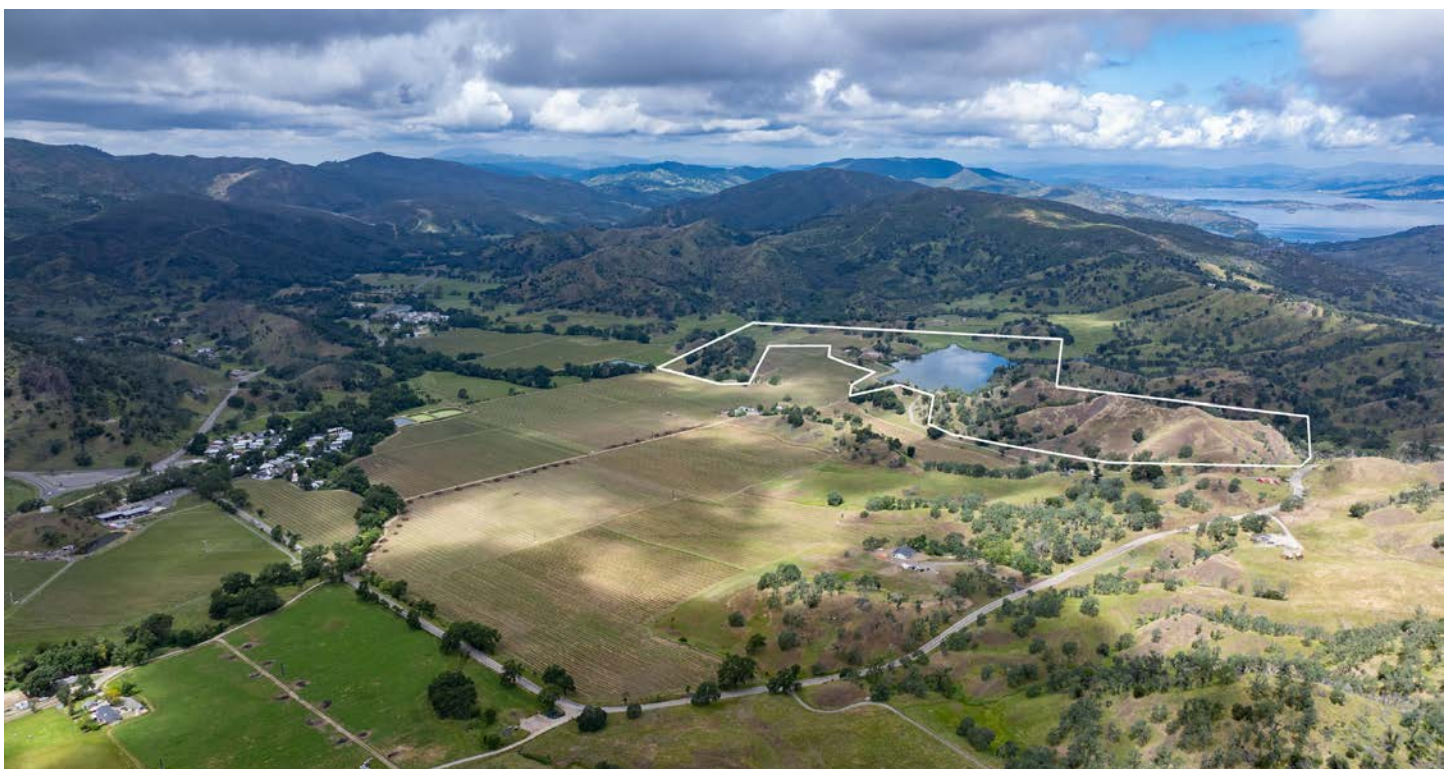


### NOTES

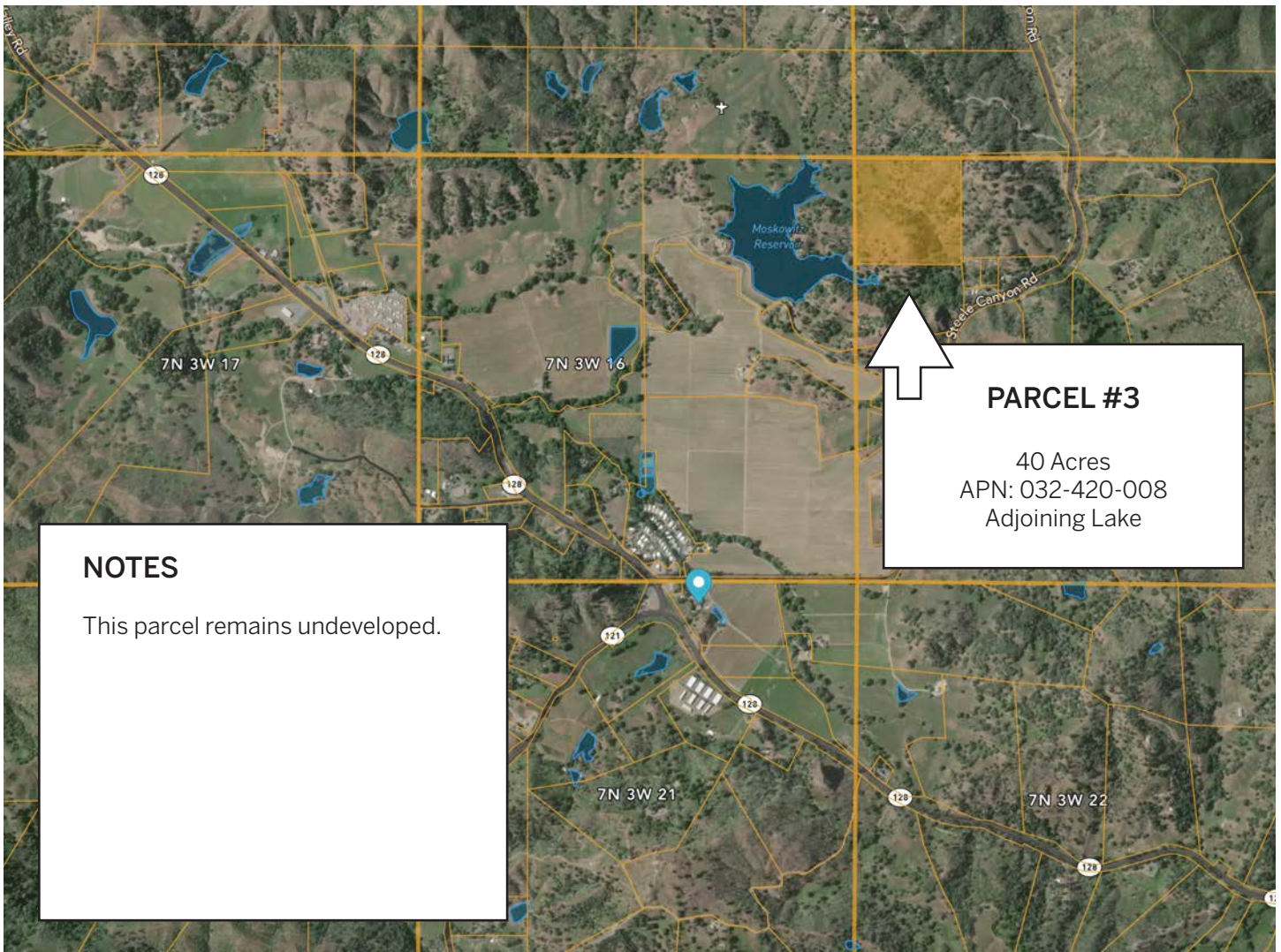
Encompasses a 500-acre-foot lake, a 2,800 square foot home, and multiple storage sheds.

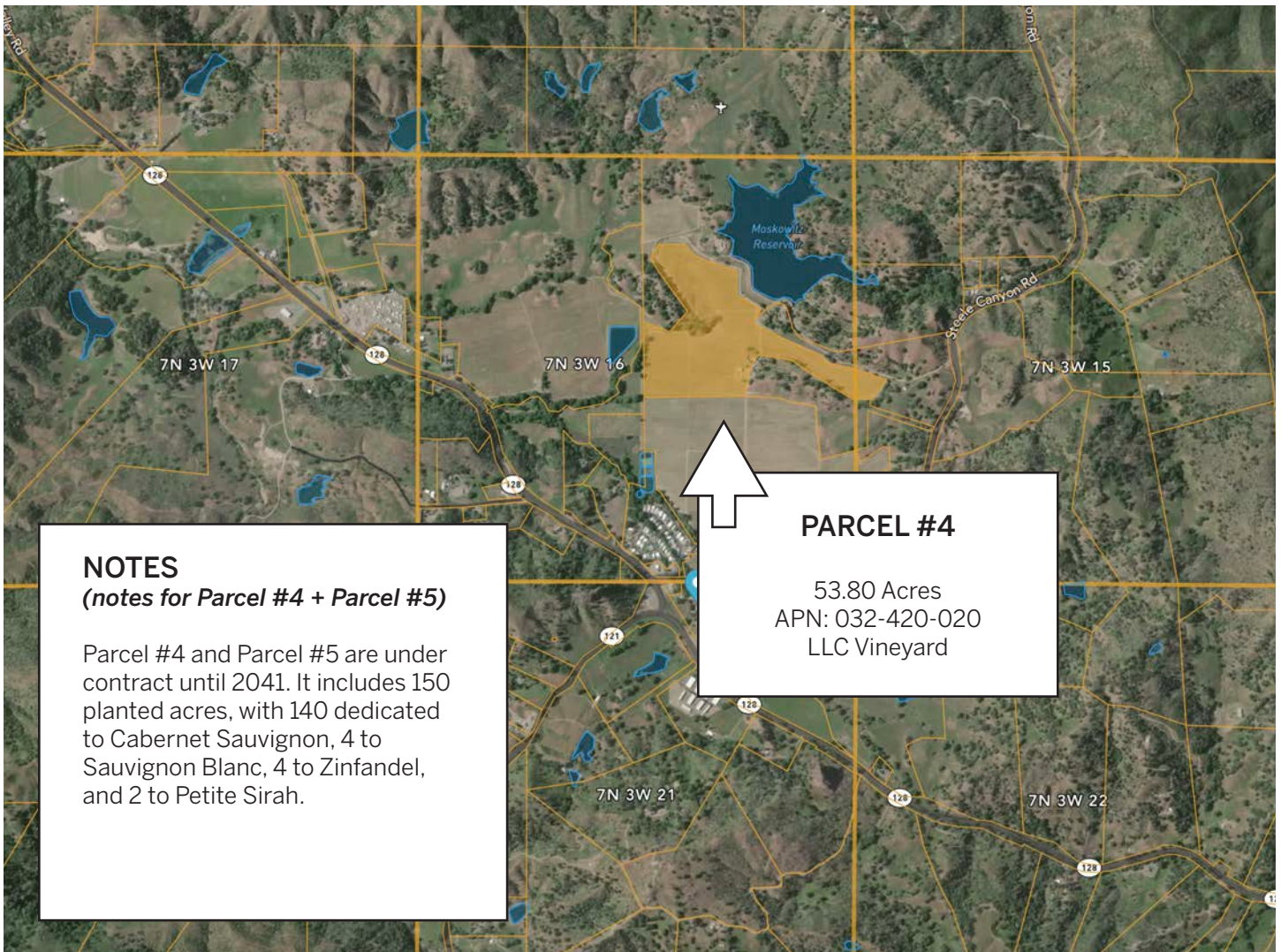
### PARCEL #2

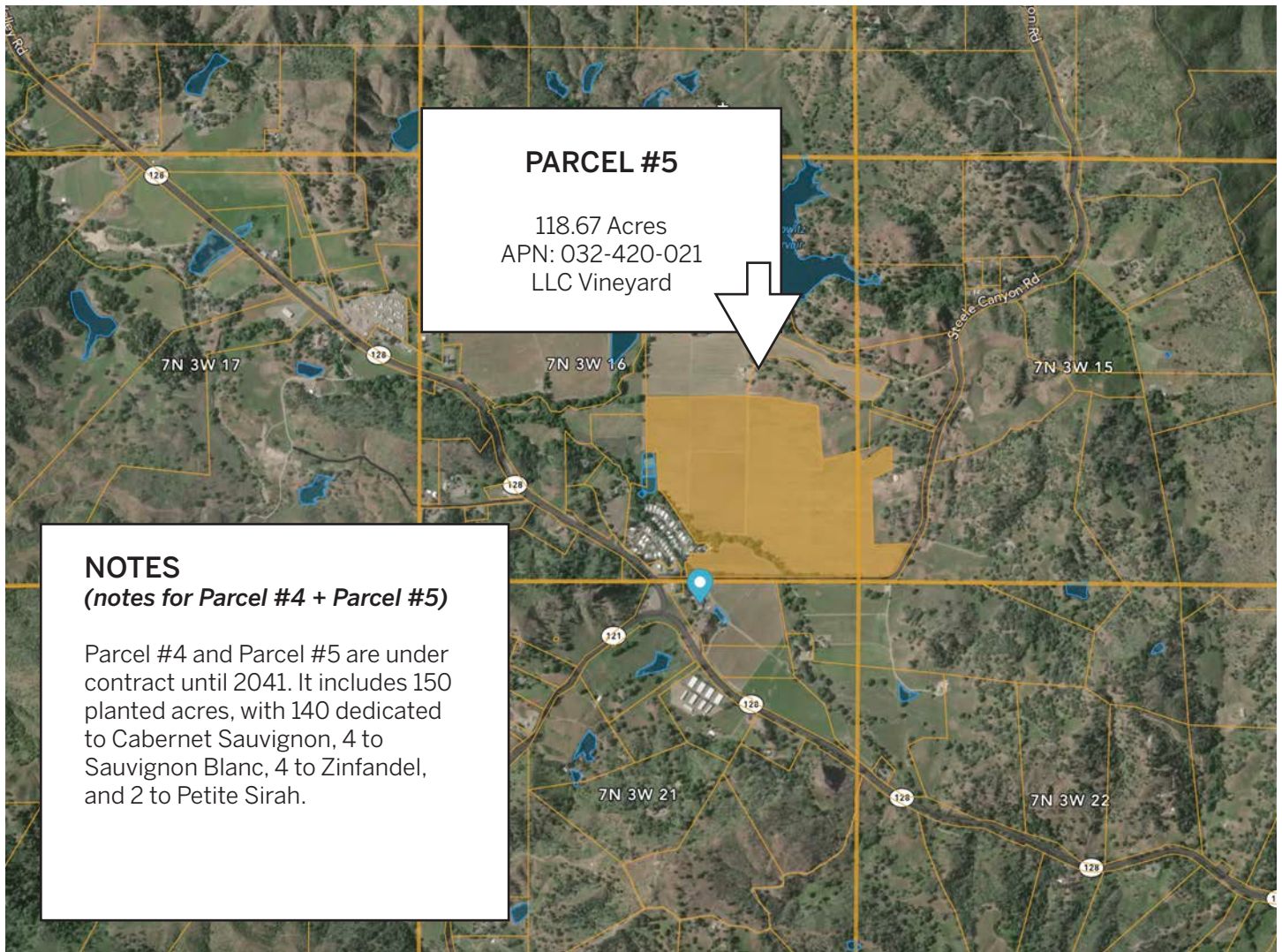
165.67 Acres  
APN: 032-420-019  
Lake, Dock, Home

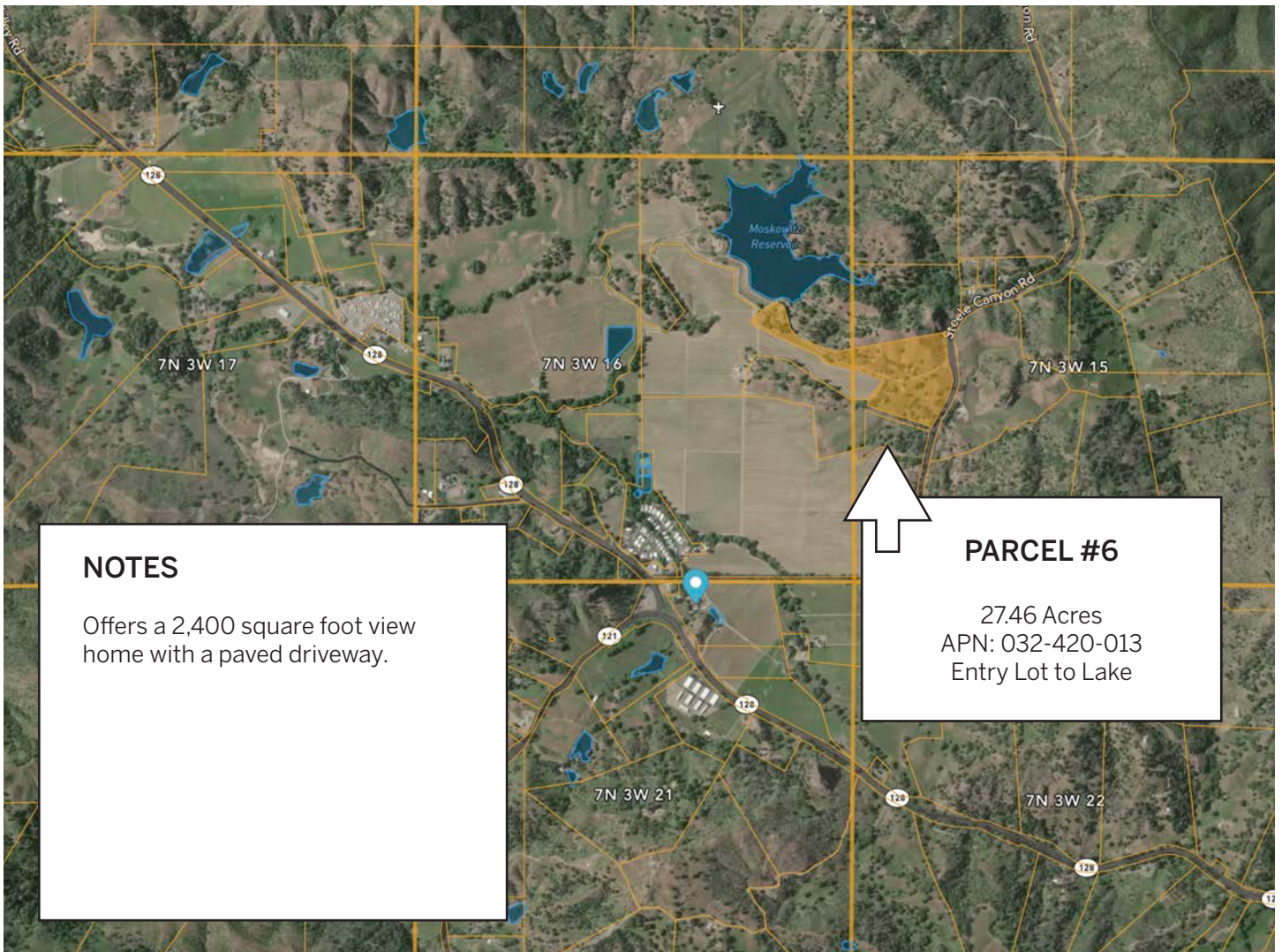






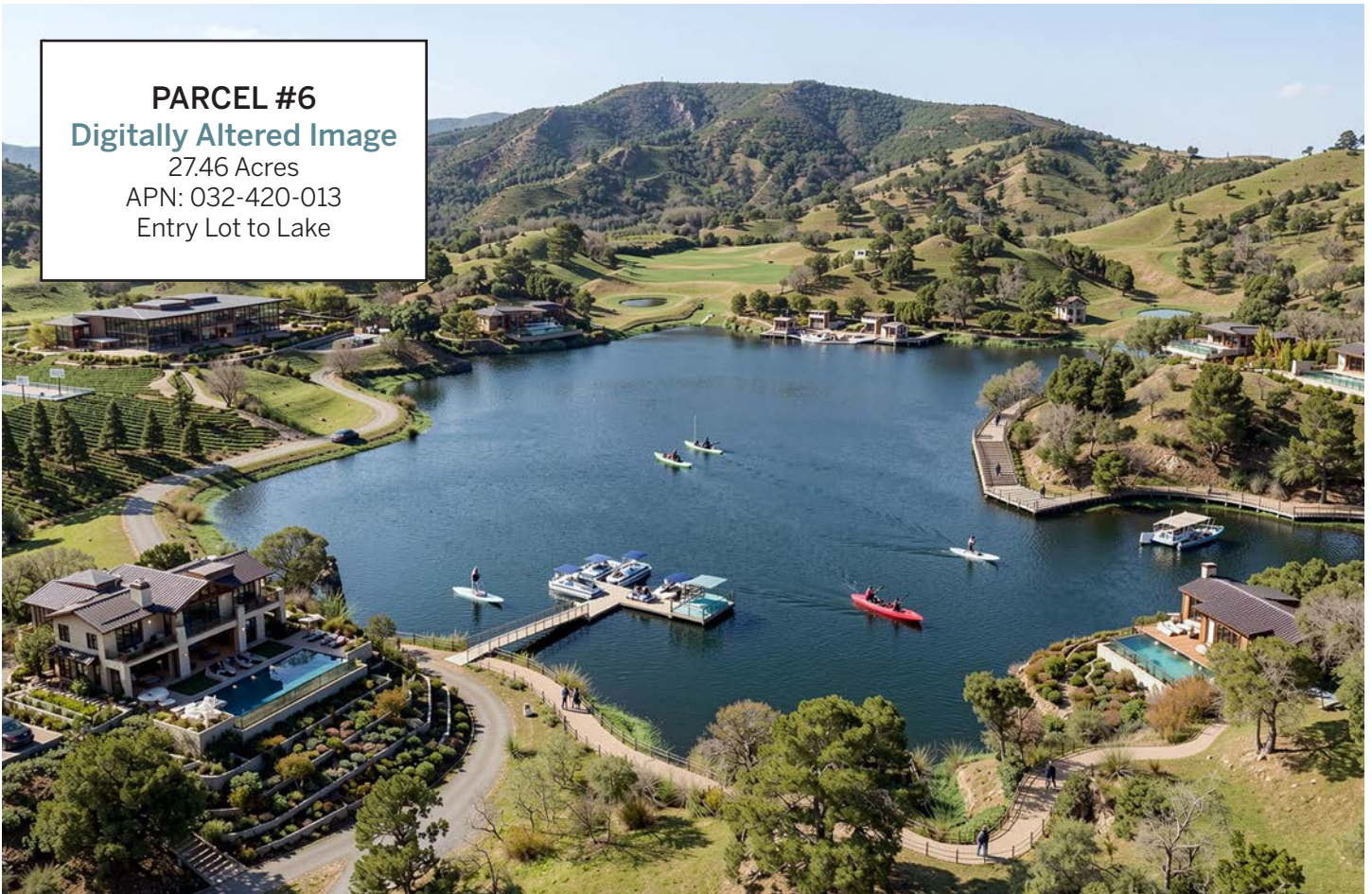


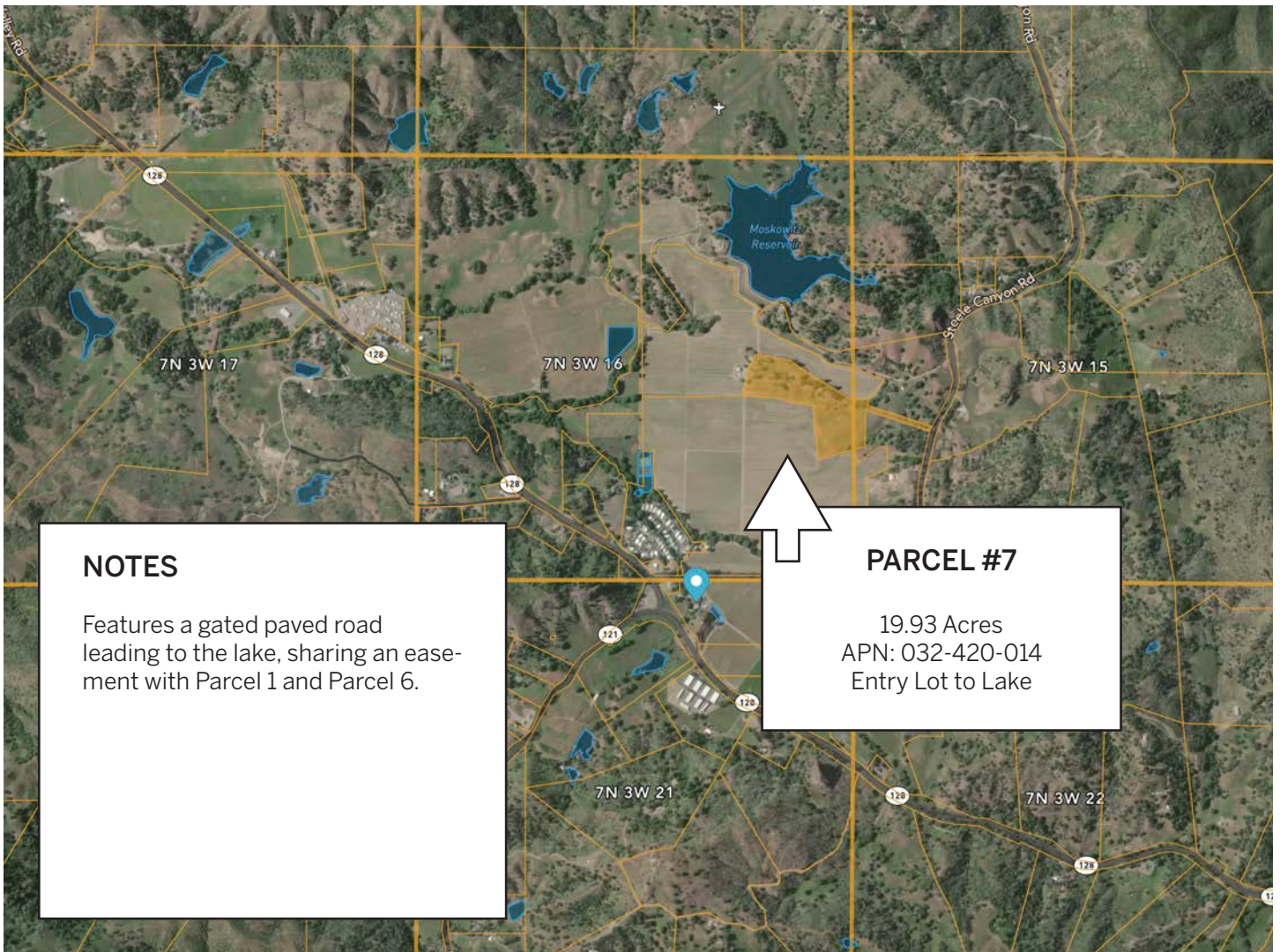




**PARCEL #6**  
**Digitally Altered Image**

27.46 Acres  
APN: 032-420-013  
Entry Lot to Lake





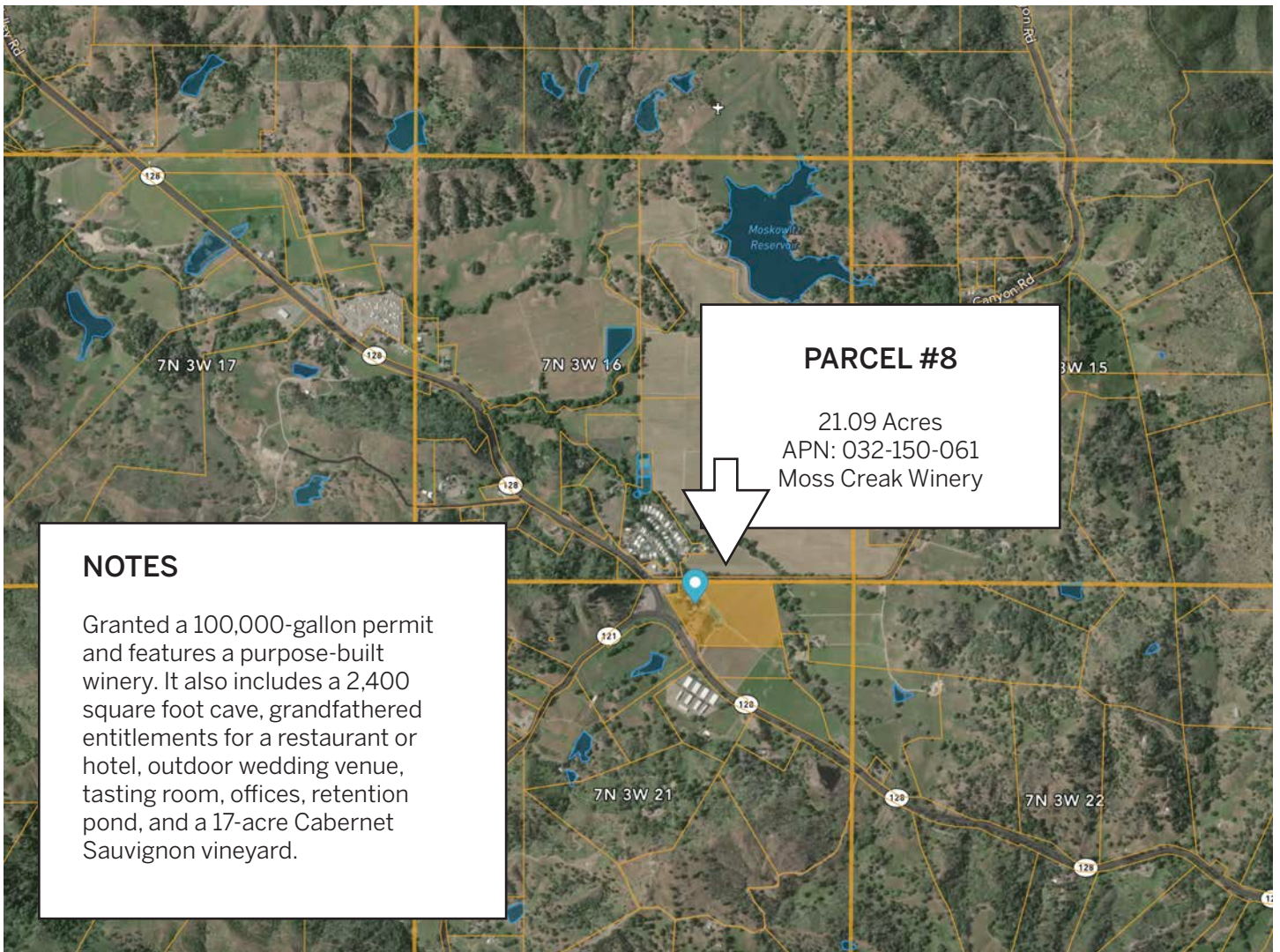
### NOTES

Features a gated paved road leading to the lake, sharing an easement with Parcel 1 and Parcel 6.

### PARCEL #7

19.93 Acres  
APN: 032-420-014  
Entry Lot to Lake





### NOTES

Granted a 100,000-gallon permit and features a purpose-built winery. It also includes a 2,400 square foot cave, grandfathered entitlements for a restaurant or hotel, outdoor wedding venue, tasting room, offices, retention pond, and a 17-acre Cabernet Sauvignon vineyard.



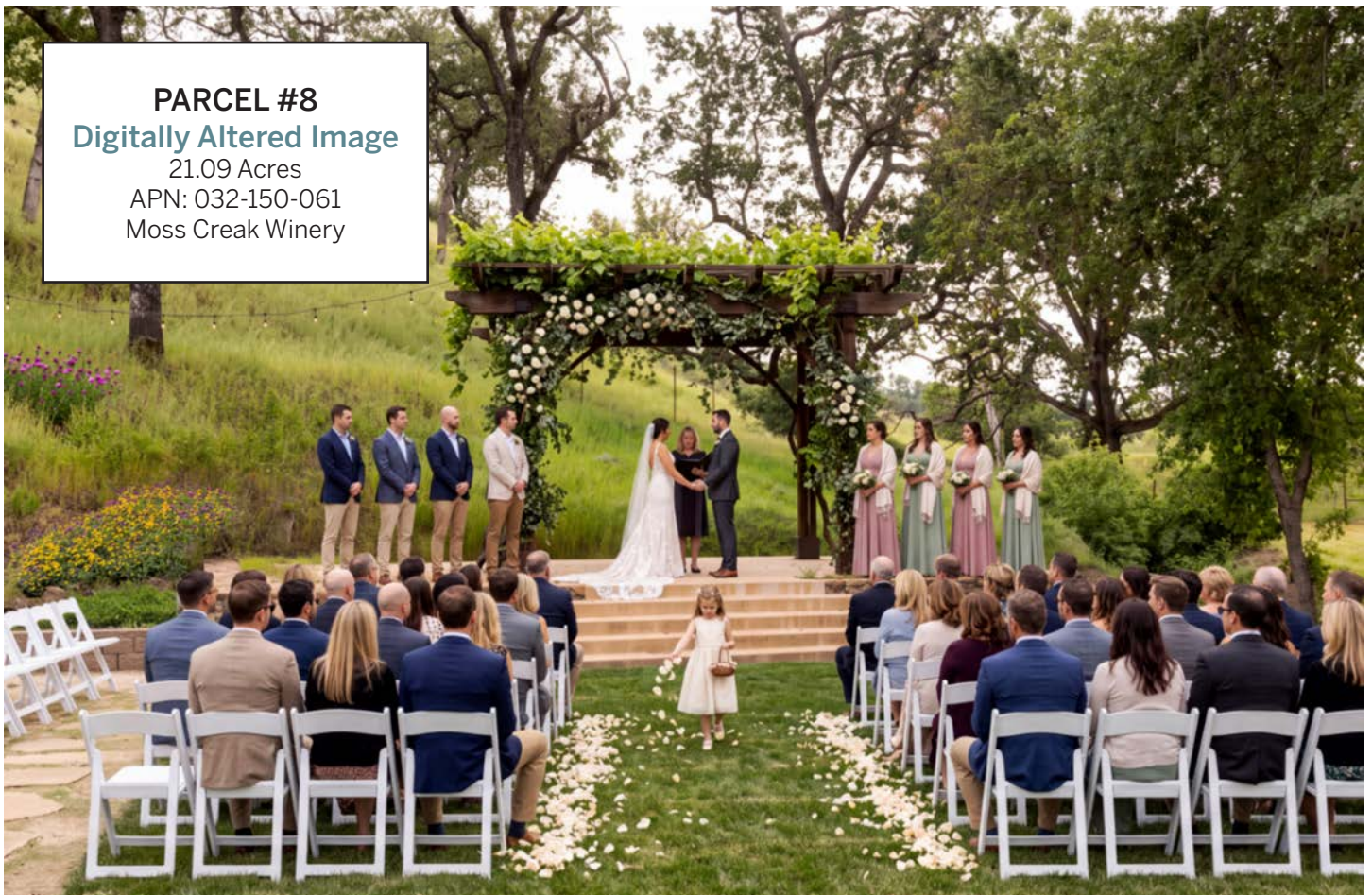
**PARCEL #8**  
**Digitally Altered Image**

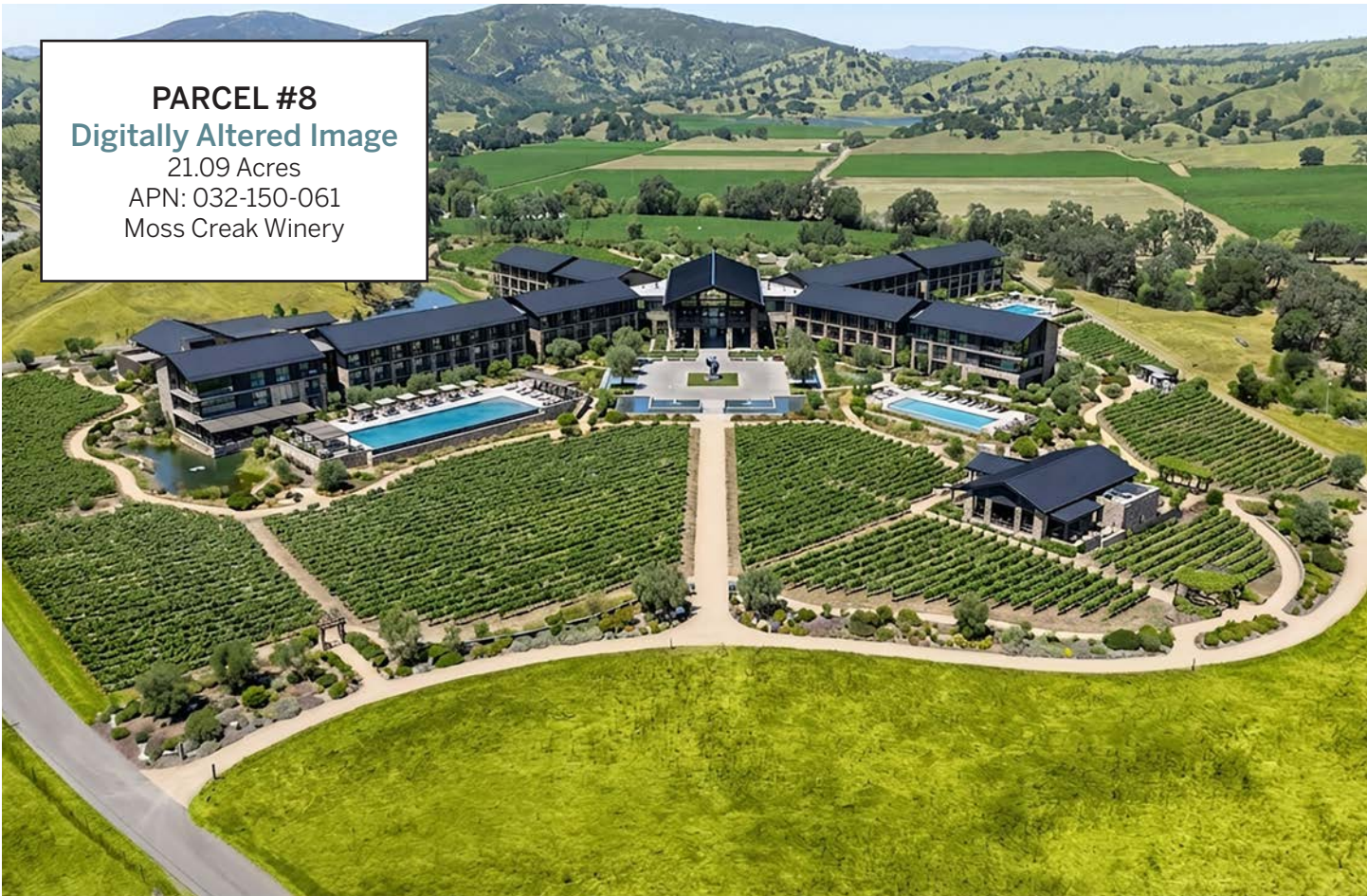
21.09 Acres  
APN: 032-150-061  
Moss Creek Winery

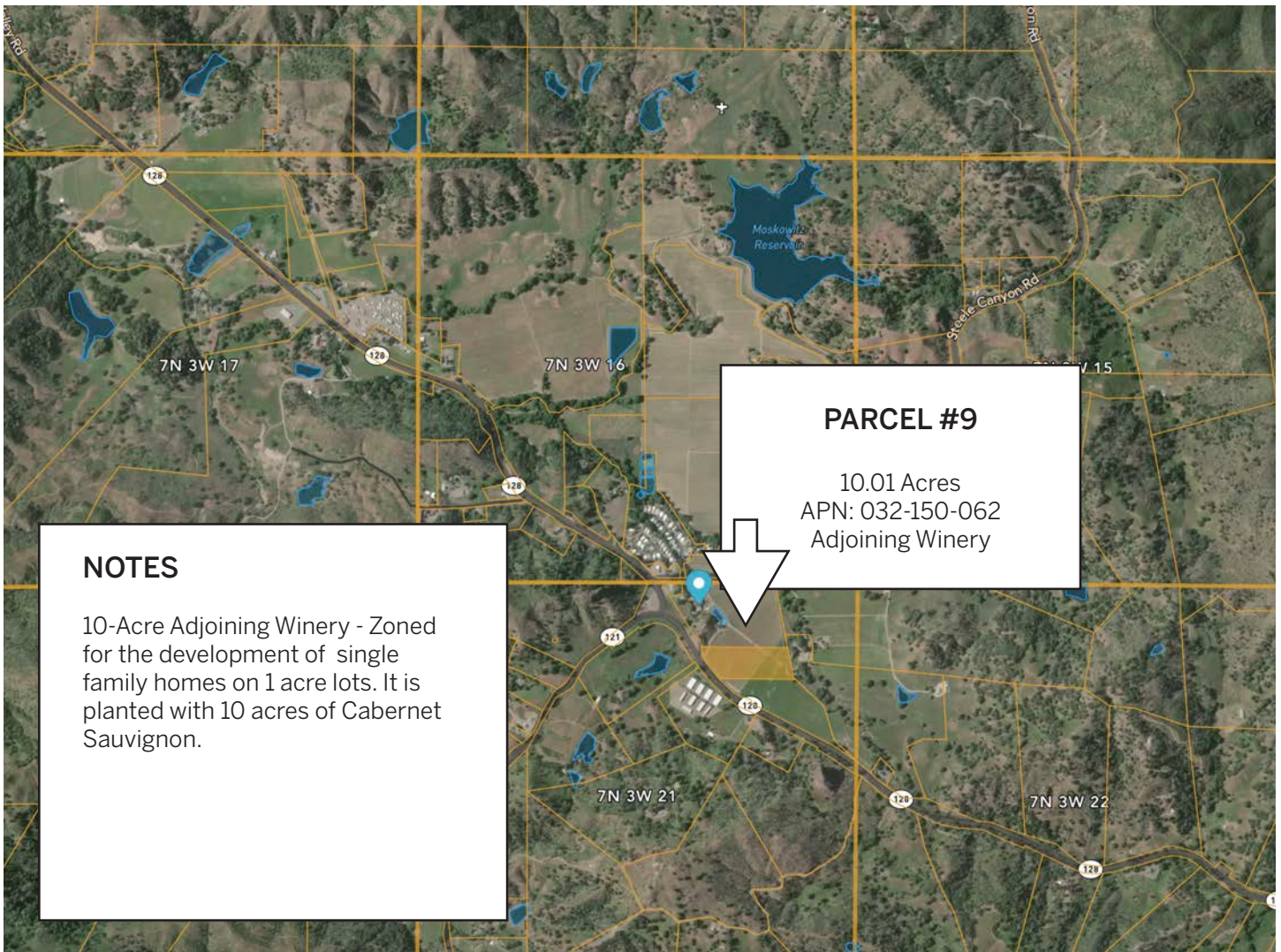


**PARCEL #8**  
**Digitally Altered Image**

21.09 Acres  
APN: 032-150-061  
Moss Creek Winery







**NOTES**

10-Acre Adjoining Winery - Zoned for the development of single family homes on 1 acre lots. It is planted with 10 acres of Cabernet Sauvignon.

**PARCEL #9**

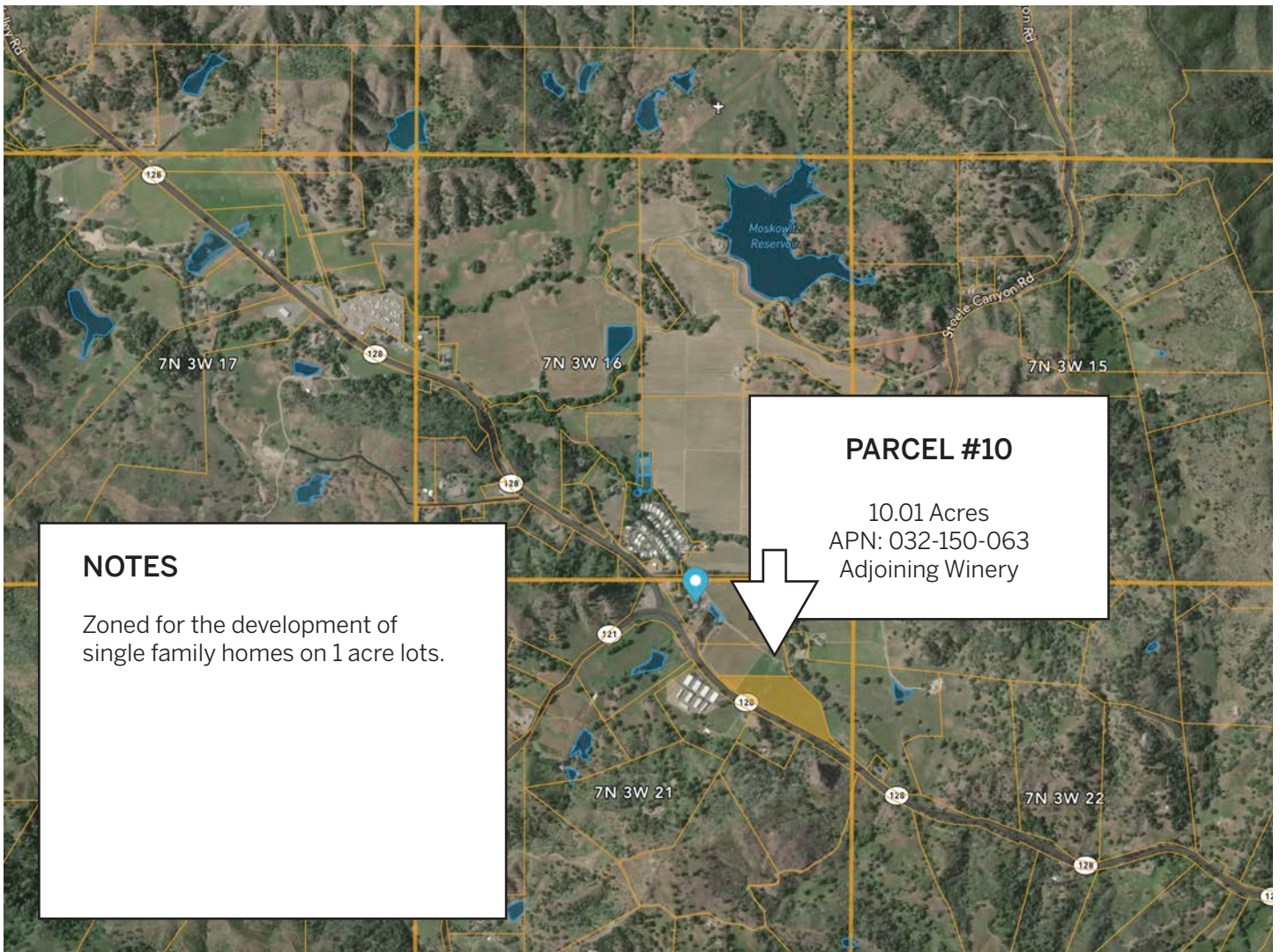
10.01 Acres  
APN: 032-150-062  
Adjoining Winery



**PARCEL #9**  
**Digitally Altered Image**

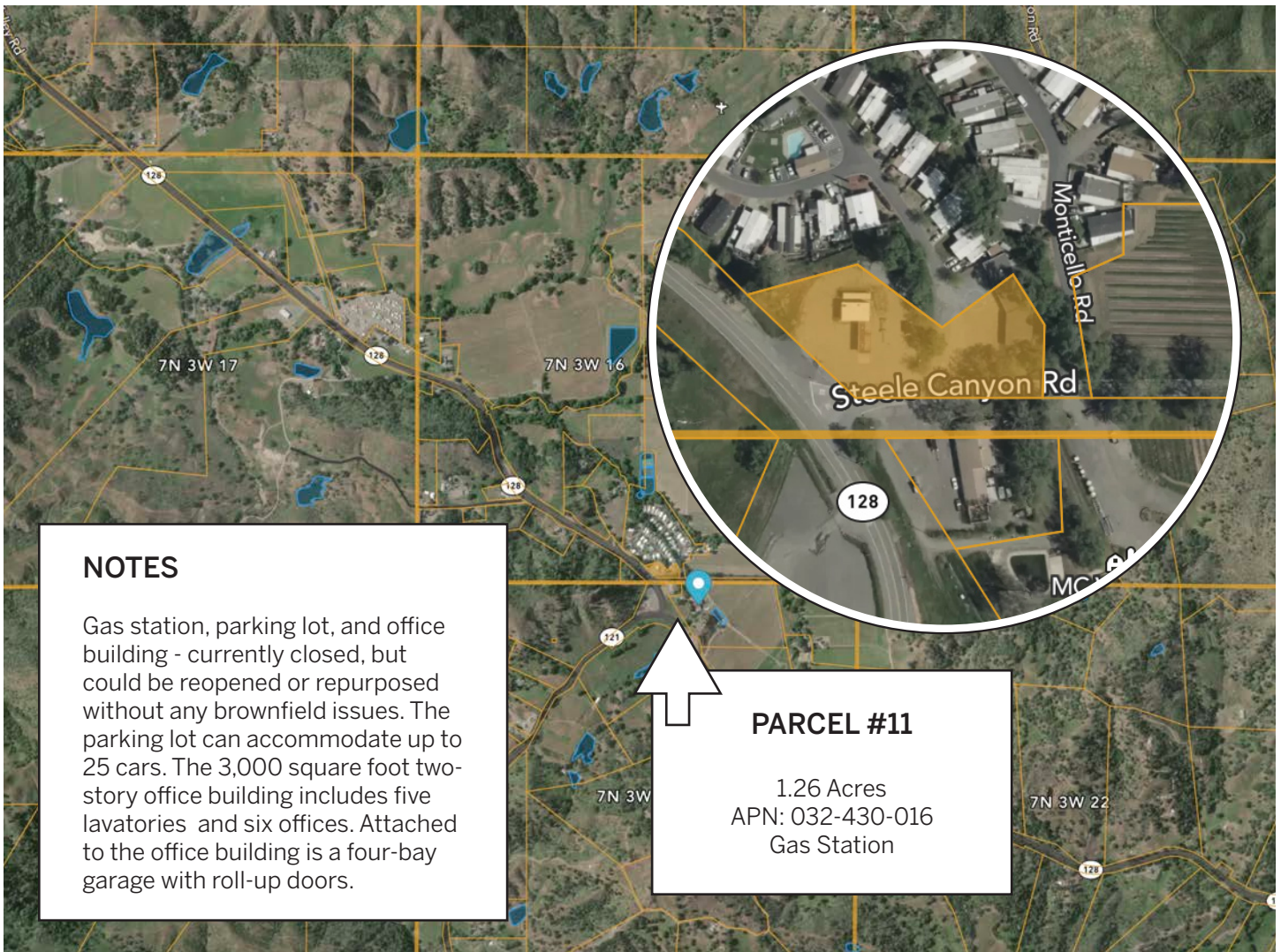
10.01 Acres  
APN: 032-150-062  
Adjoining Winery





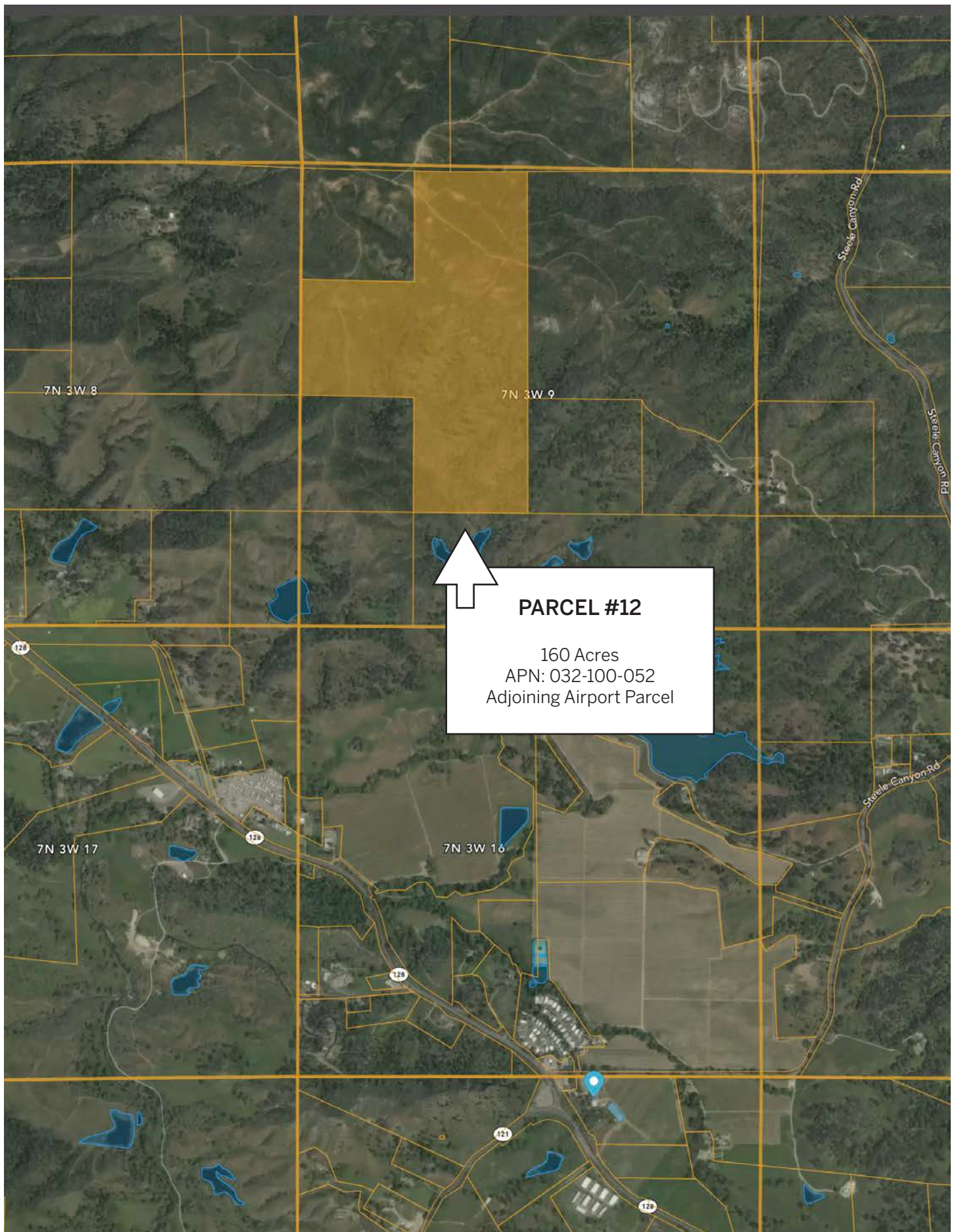
**PARCEL #10**  
**Digitally Altered Image**  
10.01 Acres  
APN: 032-150-063  
Adjoining Winery

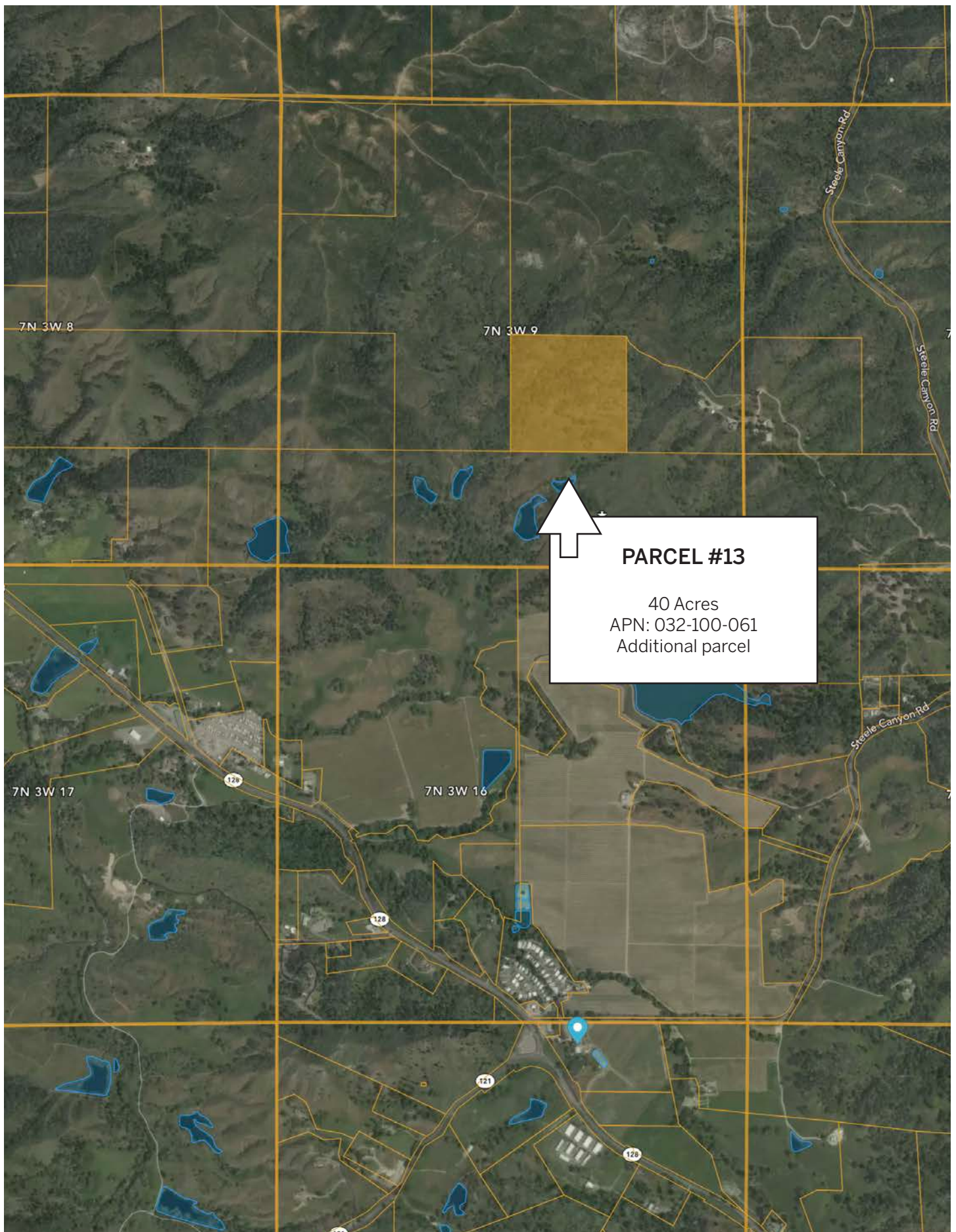




**PARCEL #11**  
**Digitally Altered Image**  
1.26 Acres  
APN: 032-430-016  
Gas Station

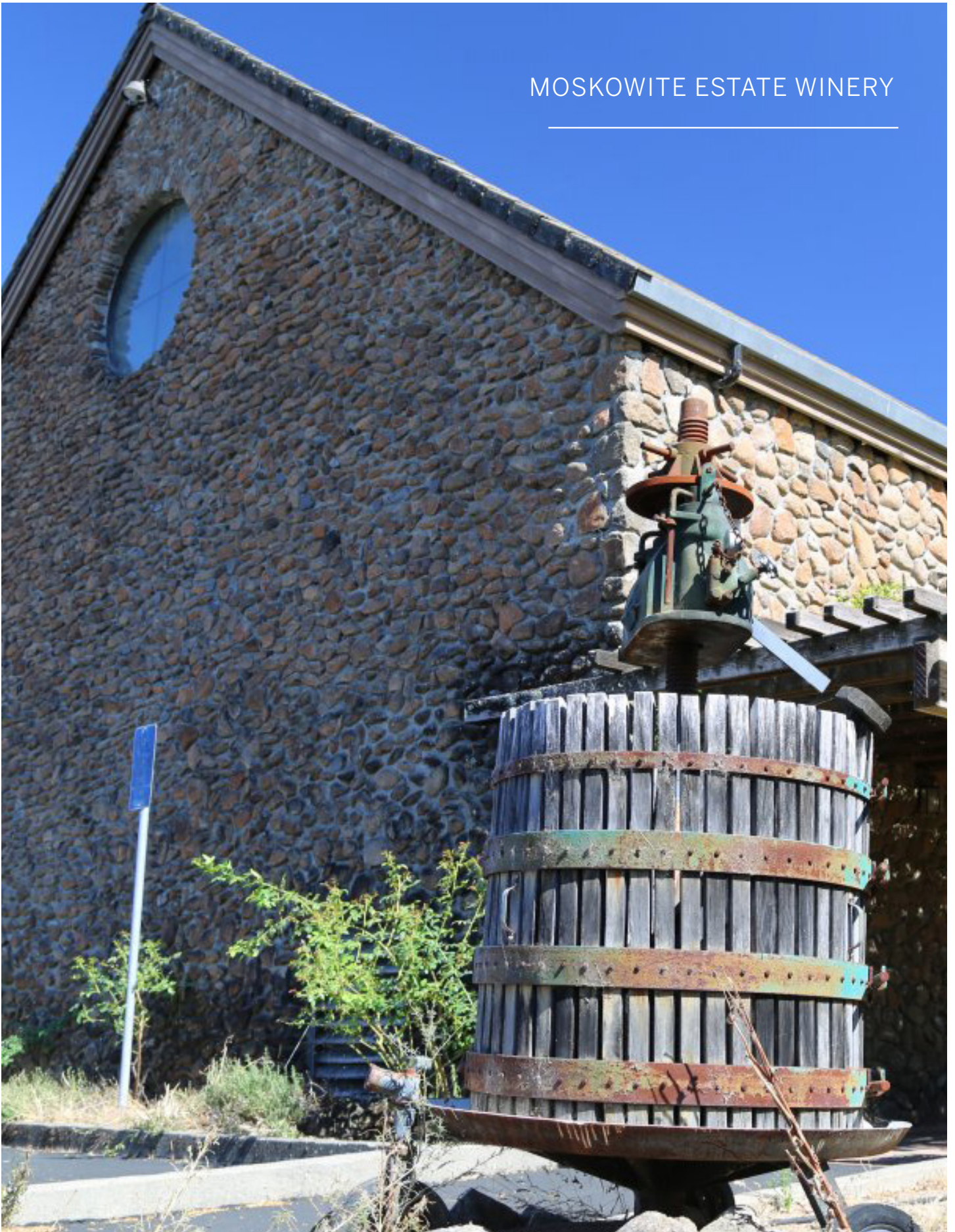






## MOSKOWITE ESTATE WINERY

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# Valuation Notes

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## Moskowite Estate Winery Property Details

|                           |                            |                                       |
|---------------------------|----------------------------|---------------------------------------|
| APN: 032-150-061-000      | 17 Planted Acres           | 5,000 sq. ft. Covered Production Area |
| Commercial Limited Zoning | 16 Gallons per Minute Well | 5,000 Paved Production are Dedicated  |
| 4,800 Sq. ft. Building    | Paved Parking              | 25 Acre Feet Water for Agriculture    |
| 2,500 Sq. ft. Caves       | Picnic Area                |                                       |

## Description

- Vineyard: 17 acres 5th leaf planted Cabernet Sauvignon / 5 tons per acre expected average / Napa Valley AVA at \$300 K/acre x 17 planted acres
- Commercial permit allowing restaurant, hotel, etc. (the restaurant + other structures will need to vet for septic + water. Kitchen + restaurant could be part of retrofitting the existing tasting room + hotel).
- 100,000 Gallon production permit with unlimited tastings
- Cave for storage and inventory production in the event of fire
- Evergreen water supply agreement for lake water (depends on how this is structured)
- Production facility, equipment, water tanks, irrigation system



# Property Details

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## Moskowite Estate Winery

- Structures
  - Winery is approximately 4800 square feet
  - Cave approximately 3,000 square feet
  - Outside Processing Area
  - 3 pergolas, 3 patios, rock walls, paths
  - Lawn 6700 square feet
- Purchase Date: 1937, 1987 (Winery)
- Fire Defense: No current plan
- Ember Defense: No current plan
- Access to property: 2 entrances, one off Hwy 128 and the other off Capel Valley Road
- List of winery equipment
- List of farm/vineyard equipment
- Harvest is done mechanically mostly and 2 acres by hand
- Vineyard is self-managed
- Yields per year – 2023/120 tons, 2022/60 tons, 2021/21 tons
- Permit 100k gallon (provide permit copies)
- Valuation of property
- Updated well report

## Vineyards

- Varietal – Cabernet
- Planted 2018
- Approximately 30,000 planted vines
- Clone 47
- Rootstock Riparia
- Acres – approximately 28
- Spacing 4 X 7

## Utilities/Services

- Septic: Winery wastewater has 2 septic tanks/2 sewer lines which gray water goes to evaporation pond site
- Interior sinks and toilets
- 1 additional septic tank goes to Capell Valley Estates evaporation ponds
- Septic systems are located 2 behind and 2 in front
- Drain fields go to evaporation pond
- Septic system was installed 1987
- Last sewage inspection was 2022
- They are standard systems

## Gas

- 1 propane tank
- 5 forklift tanks owned, 1 large propane tank leased
- The propane supports forklifts and wind/frost machine
- Property does not have public gas

## Electric

- The property is on public electricity provided by PG&E
- Power to the winery and separate power to the vineyard water pump
- There is no solar power
- Phone: ATT & Cellular
- TV/Cable: Internet TV
- Internet: Valley Internet
- Security System: None

## *Property Details - continued*

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### **Fire Mitigation/Ember Defense**

- Winery has installed sprinkler system, one vineyard standpipe, one winery hydrant, one hydrant outside winery gate

### **Insurance**

- Nationwide | Fair plan | \$8k approximately annually

### **Land**

- Napa Valley AVA
- Flat with small hill
- Elevation 800 feet
- Beressa loam soil

### **Vineyard**

- Approximately 40,000 planted vines on property
- Approximately 27 planted acres on property
- First planted vines: 1987 with first harvest in 1994, first vintage 1994
  - All Cabernet, 27 acres
  - 100% drip irrigation
  - Vertical Trellis system
  - Riparia clone 47
- No organic certifications or other certifications (example: SIP, CCOF) at this time.





## About the Agent

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Damian is a premier real estate advisor in Wine Country's Napa Valley region. With a notable career spanning over three decades, as a CEO, entrepreneur, and investment banker, Damian possesses a wealth of invaluable expertise. After a failed retirement, for the past decade he has focused on a real estate career offering clients unparalleled guidance and support.

His success is rooted in his extensive business background, which he seamlessly integrates into every professional transaction. Damian prioritizes transparency and acts as a trusted fiduciary, ensuring his clients receive an exceptional real estate experience. He had the privilege of representing esteemed vineyard, winery, and

residential properties, leveraging his background to achieve remarkable results. His specialized expertise lies in assessing the long-term financial value of properties, particularly within the wine industry. Notably, Damian represented the record-breaking sale of Seven Stones Winery for \$34 million, a testament to his valued expertise.

Backed by a strong work ethic and a deep understanding of fiduciary responsibility, Damian instills confidence in his clients throughout the buying and/or selling process. Clients can expect a seamless and rewarding real estate journey characterized by integrity and professionalism with Damian as their real estate advisor.

## Top Producer Award

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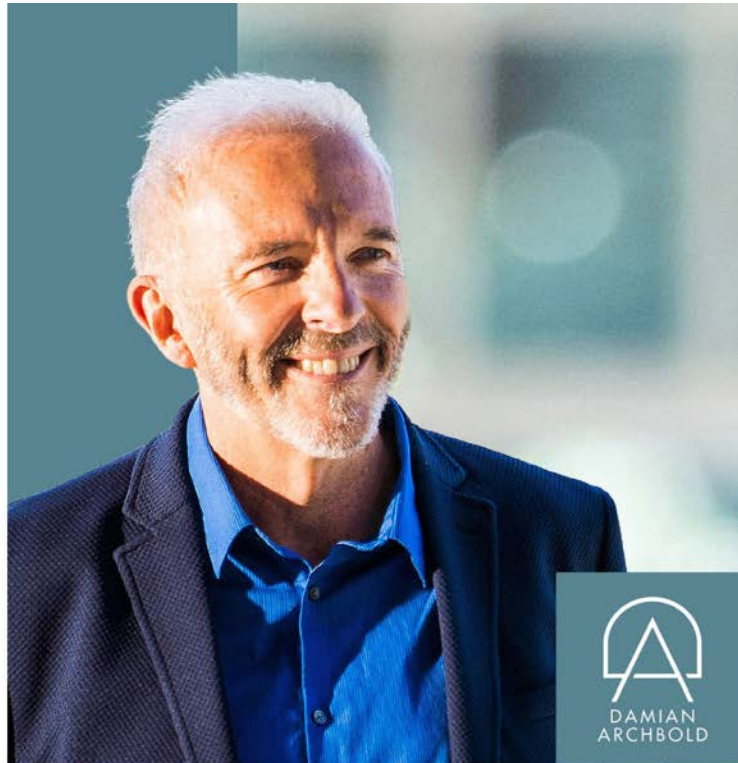
### **Damian Archbold**

Winery, Vineyard, and Estate Advisor of Napa Valley

Golden Gate Sotheby's International Realty

Napa Valley Top Producer, 2024 - 2025





## Damian Archbold

### Global Real Estate Advisor

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The Moskowitz Estate  
Commercial Development Project

***[MoskowitzEstate.com](http://MoskowitzEstate.com)***

Offered at \$75,000,000

1 of 1

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