

# HOTEL DEVELOPMENT LAND – COWLITZ COUNTY EVENT CENTER

1900 7th Avenue | Longview, WA 98632

FOR SALE



## HOTEL DEVELOPMENT LAND FOR SALE

### DETAILS

- Sale Price: \$650,000 (\$8.29 PSF)
- Land Area: ± 1.8 AC (78,400 SF)
- Zoning: [County Event Center District](#)

### FEATURES

- Site owned by Longview Public Development Authority
- Lack of quality accommodations in Longview/Kelso
- Demand for corporate/commercial, social/leisure
- Event center hosts 500 events each year
- Good access to I-5
- Comprehensive hotel market study available upon request
- Site access via 5th Avenue SW extension
- Must be used for hotel development
- [Click here](https://www.cowlitzeventcenter.com/) for more information about the Cowlitz County Event Center



\*Outlines are approximate

06.27.2024

For more information or a property tour, please contact:

**MIKE BROWN**  
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**TODD VANDOMELEN**  
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Information contained herein has been obtained from others and considered to be reliable; however, a prospective purchaser or lessee is expected to verify all information to his/her own satisfaction.

## Norris & Stevens

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## MAP & DEMOGRAPHICS



## DEMOGRAPHICS

Source: Sites USA (2024)

	1 mile	3 miles	5 miles
2024 Estimated Population:	12,074	53,625	70,791
2029 Projected Population:	12,195	54,849	72,354
2024 Estimated Total Households:	5,209	21,750	28,608
2029 Projected Total Households:	5,274	22,280	29,282
2024 Median Household Income:	\$50,558	\$66,991	\$70,616

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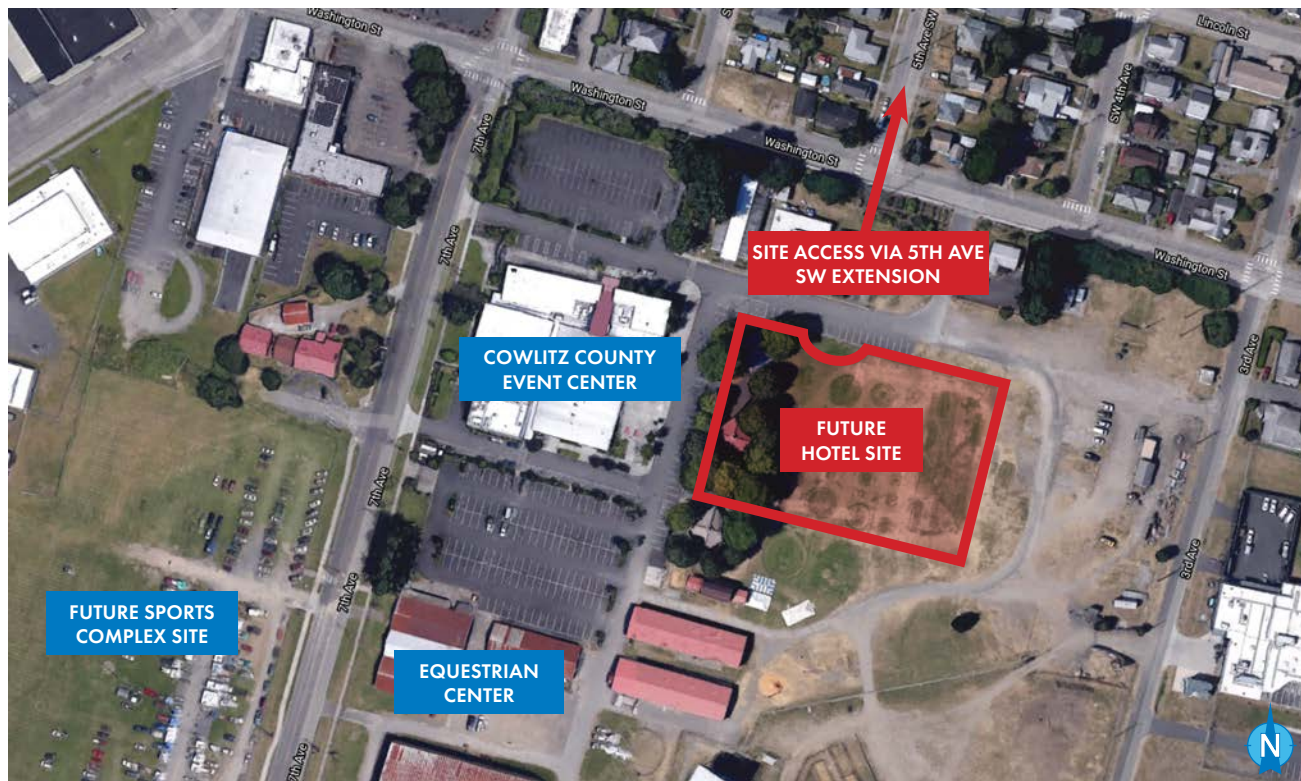


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### EVENT CENTER PHOTOS



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AERIAL PHOTOS



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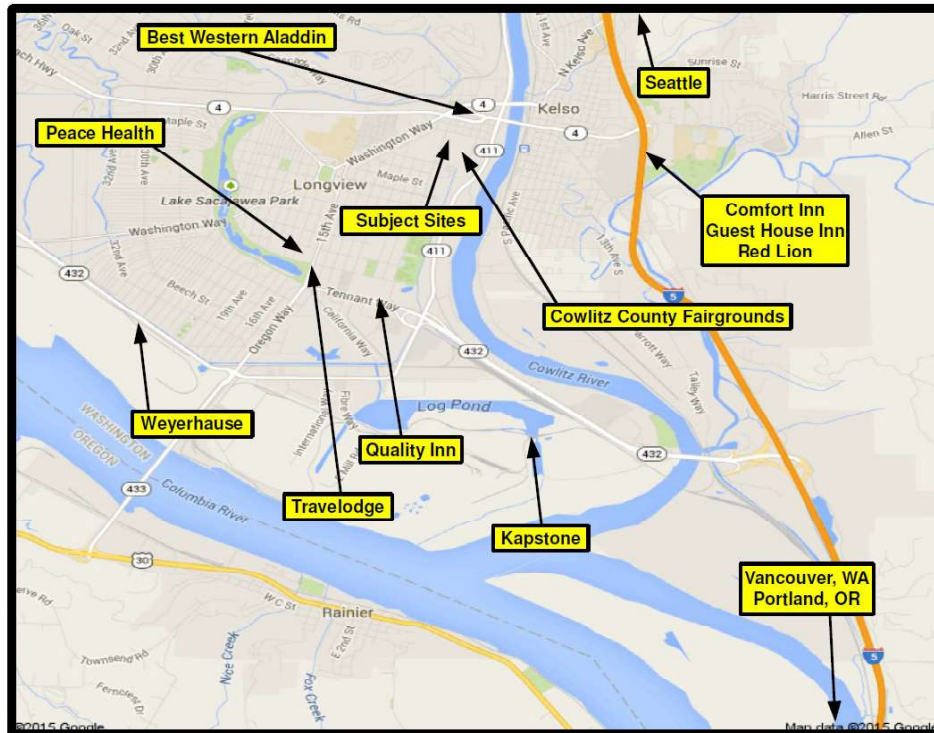
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## MAPS

### MAP OF HOTELS AND EMPLOYERS



### THE OPPORTUNITY

The Longview Public Development Authority seeks the development of a hotel on the 1.8- acre parcel in order to attract a higher volume of conventions and tradeshow that require quantities of hotel room bookings and stays.

Despite strong, well-managed facilities and interest from meeting and event planners, the use of the Conference Center has been constrained by the lack of an on-site/adjacent hotel facility. This is a requirement for many multi-day events which has taken the facility out of consideration for numerous events. An associated hotel presents a tremendous opportunity to compete for significant amounts of additional business - beneficial to both the hotel and Conference Center. ([Click here](#) for more information about the Cowlitz County Event Center.)

Strategic Hospitality Resources completed a Comprehensive Hotel Market Study in 2015. The SHR study recommends construction of an 80-room, upper mid-scale limited-service style hotel. The style of hotel should have the flexibility to attract both Corporate/Commercial and Social/Leisure Lodging Demand Hotel with a major national lodging brand with related amenities and facilities.

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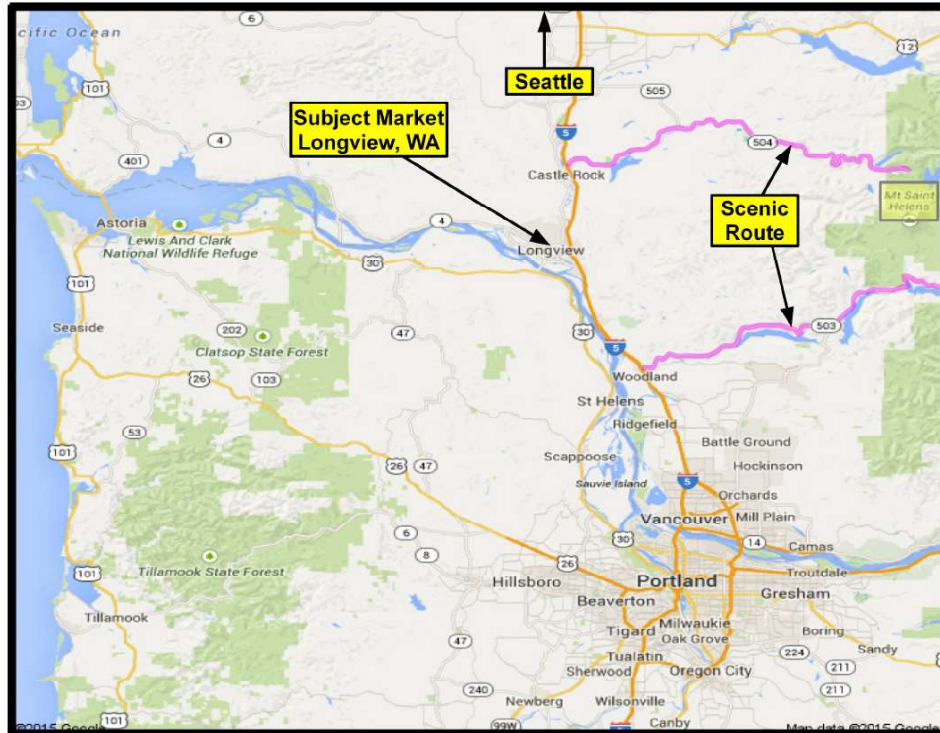
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## MAPS

### MAP OF SCENIC RECREATION ROUTES



### COWLITZ COUNTY EVENT CENTER

The Longview Public Development Authority (PDA) was created by the Longview City Council to implement elements of the Cowlitz County Event Center Master Plan. The Event Center is owned by the Cowlitz County Public Facilities District and consists of a 42-acre venue that is comprised of a 24,000 square foot premier meeting/event facility, grandstands, outdoor and indoor riding arenas, animal barns, multipurpose buildings, ample event parking, and acres of green space. Currently, the venue is the host of over 500 events each year, including corporate and association meetings, weddings, gatherings, charity events, festivals, animal shows, car events, and the annual Cowlitz County Fair & Rodeo.

The Cowlitz County Event Center property can host many types of events separately or concurrently that utilize meeting spaces, outdoor locations and barns/arenas, with accessible onsite parking for all attendees.

[Click here](#) for more information about the Cowlitz County Event Center.

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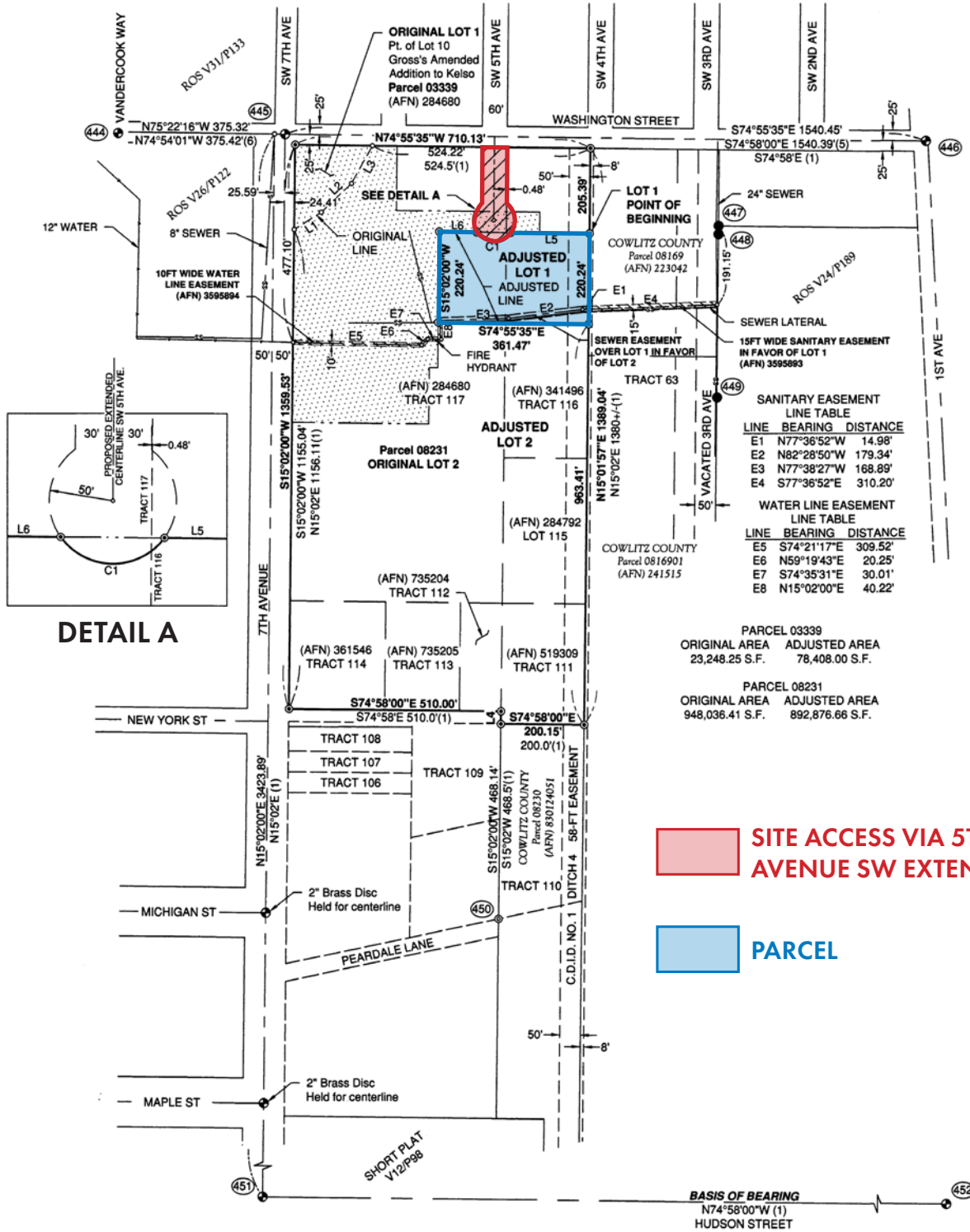
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