



Town home design inspired by historic mill buildings.



Preserving Broughton's historic & cultural legacy.



14 miles of new public trails through 300 acres of conservation easements.



Ecologically appropriate, visually subordinate cabin design.



**Summary:**

Cabins	54
Cottages	41
Four-Plexes	16
Town Homes	70
Condominiums	59
Existing Homes	5
<b>Total</b>	<b>245</b>
Campsites	36

Visual simulation of proposed Broughton Landing resort as seen from I-84.



Former mill building re-used as the main lodge.



Today's derelict eyesore awaits context-sensitive recreation development.



# Broughton Landing

## A Unique Opportunity

The Broughton Landing project is unique. Nowhere else in the Columbia River Gorge National Scenic Area does the opportunity exist to convert a derelict eyesore into an attractive Mecca for outdoor recreation. From the beginning of the planning process, project stakeholders representing diverse interests agreed that continuing to do nothing with the Broughton Mill site would waste such a unique and valuable opportunity. By working together as an Advisory Committee, these stakeholders have embarked on a process to put this special place to use in a way that meets the region's recreational and economic needs while protecting and enhancing crucial scenic, natural, cultural, and recreational resources.

## Vision Statement

The Broughton Landing project is envisioned to be a highly successful, world-class outdoor oriented resort that demonstrates the best of sustainable development practices while achieving financial and operational success, raising the standards of development within the Columbia Gorge National Scenic Area.

## Resort Overview

As depicted by the illustrated site plan on the opposite page, Broughton Landing will evolve from a former lumber planing mill into the Columbia River Gorge's premier outdoor recreation oriented resort. The former mill complex will be redeveloped into a new resort comprised of 240 new vacation homes, 36 campsites, recreational amenities and retail areas serving resort guests, locals and visitors alike. This resort will include a variety of accommodations ranging from to cabins and

## Summary of Proposed Broughton Landing Unit Breakdowns

Unit Type	# units	avg. sf/unit	# bedrooms
3 Bedroom cottages	41	1,600 sf	123
2 Bedroom + *loft cabins	54	1,200 sf	135
2 Bedroom town homes*	86	1,400 sf	215
1 Bedroom Condos	30	750 sf.	30
2 Bedroom Condos	20	900 sf.	40
3 Bedroom Condos	9	1,500 sf	27
Single family homes	5 (existing)	(existing)	2 to 5 (existing)
<b>Total Units</b>	<b>245</b>	<b>326,400</b>	<b>570</b>
<b>Total Campsites</b>	<b>36</b>		

\*All cabins and half of the town homes will have sleeping lots. For this analysis, each loft = .5 bedrooms  
Not counting the 5 existing homes, this will total 86 town homes and four-plexes, 95 cottages & cabins and 59 condos.

cottages to town homes and condominiums available on an ownership and weekly rental basis. Resort amenities will include a fine restaurant, a coffee shop/pub/general store, storage, and rental of recreational equipment an indoor fitness/spa complex, Broughton Beach, a hillside retreat and other recreation facilities.

## Physical Design

The resort's configuration attempts to optimize the site's development capacity while efficiently utilizing previously disturbed land comprising the former mill complex. The resort's architecture and massing is loosely based on the style and scale of the historic mill buildings that have dominated the site for generations. A number of existing buildings will be adaptively rebuilt while others will be reinterpreted in new construction that reuses building components such as trusses and lumber. Design of the resort's landscape will celebrate the extraordinary natural setting of the central Columbia River Gorge by preserving the existing rocky outcrops, groves of native oaks and firs, moss-covered talus slopes, and open meadows. Resort design will:

- **Reflect** the site's colorful history and incorporate sustainability by rehabilitating existing mill buildings and using on-site materials;

- **Respect** scenic resources through careful site design and compatibly designed new architecture, and;
- **Protect** natural resources by employing cutting edge sustainable technologies to minimize resource consumption and concentrate future development in existing developed areas and other low-impact locations to preserve the majority of the site as open space.

## Resort ≠ Housing Development

Broughton Landing is envisioned as an outdoor recreation oriented destination resort, not a residential community. To reduce impacts on local public services and maximize compliance with the second purpose of the Scenic Act, none of the proposed units will be available for permanent residency. Instead, they will be available for occupancy by owners and renters on a short-term vacation or seasonal basis. This can be achieved through a variety of mechanisms including physical design; operational controls; market and economic-based approaches as well as legal restrictions. As stipulated by the Gorge Commission's proposed Plan Amendment, single parties will be prevented from occupying any "unit for more than 30 weeks of any calendar year".

## Regional Economic Benefit

As a totally new type of resource-based recreation development, Broughton Landing will attract new visitors without adversely impacting nearby communities like White Salmon and Bingen. During construction, the project is estimated to create 288 construction jobs with a combined payroll of \$30 million. This will be followed by 60 permanent jobs with annual property and lodging tax contributions well over a \$1 million and an annual influx to the local economy.

For the following reasons, Broughton Landing is anticipated to have little or no adverse impact on local lodging, restaurant or retail businesses in the surrounding area:

Broughton Landing will:

- create lodging alternatives that are significantly different from what currently exists in the area;
- attract new customers and not compete directly with existing businesses;
- attract a significant portion of international visitors;
- generate demand for local restaurant and retail far exceeding the limited facilities proposed for the site.

## Protecting the Local Economy

In response to community concerns, section 5 B (3) of the Gorge Commission's proposed Plan Amendment will require "a description of economic impacts of resort development prepared by a qualified economist that includes: (a) Assessment of effects on public services and emergency response needs and (b) Assessment of net economic effect on surrounding communities and counties that takes into account public services costs, job creation, effect on tax base, and commercial activity in nearby urban areas.

## Summary of projected jobs and economic impacts

Project employment	Total construction full time equivalents (FTE)	288
	Estimated local total construction payroll	\$30,000,000
	Total ongoing resort operations (FTE)	60
	Estimated local ongoing payroll	\$2,4000,000
Indirect job creation	Total due to construction (FTE)	120
	Total ongoing due to operations (FTE)	12
	Estimated overhead employment during construction (FTE)	168
Tax revenues (thousands of dollars)	One time due to construction	
	State sales tax revenue from materials	\$774,000
	Total excise tax on project	\$1,438,000
	Ongoing revenues	
	Property tax	\$1,011,000
	Hotel/motel tax	\$110,000
	Business and occupation tax	\$12,000
Visitor spending	Total yearly resident/visitor spending	\$7,920,000

Source: SE GROUP.