

CORE VALUES for RE-IMAGINING WILLAMETTE FALLS

Willamette Falls is one of the nation's most beautiful and historic natural wonders. The largest waterfall in the Pacific Northwest, Willamette Falls was long an important cultural and gathering place for Native American Tribes. Lewis and Clark made many references to the "Falls of the Multnomah" and the tribe that lived there.

The Falls sit at the end of the Oregon Trail, and throughout the late 1800s this was the heart of a thriving frontier city. This became the site of energy generation for Oregon's early industries, including the state's first paper mill and the world's first long distance electrical power transmission line from the Falls to Portland.

The Blue Heron Paper Company, which closed its doors in 2011, was the last in a succession of businesses that contributed to a strong working waterfront in Oregon City. The 23 acres formerly occupied by the mill are for sale, with purchasers interested in the site.

Oregonians now have a once-in-a-lifetime opportunity to re-imagine Willamette Falls and its surroundings as master planning for the Blue Heron site gets underway. You can help define how this area is transformed for economic redevelopment, public access, healthy habitat, and historical and cultural interpretation.

A successful master plan will rezone the site and will reduce and remove barriers for redevelopment. Finding the right balance between certainty and flexibility for the public and a future owner will be driving goals for the framework plan. Early catalyst projects will be critical to maintaining momentum for the site's eventual transformation.

Project partners have identified four interrelated core values that will help guide the vision and redevelopment of the site.



Public Access

Ensure access to the Falls and places for people to gather



Economic Redevelopment

Provide jobs and prosperity



Healthy Habitat

Maintain, restore and protect the unique ecosystem of fish, wildlife and plants along the river



Historic & Cultural Interpretation

Provide opportunities to connect to history as well as current cultural practices related to the Falls

PROJECT PARTNERS

The State of Oregon, Metro, Clackamas County, Oregon City, and the Trustee (and/or Buyer) of the Blue Heron site.



www.rediscoverthefalls.org



Economic Redevelopment

July 2013

Key Facts

Job creation

The site could house between 250,000 - 926,000 square feet of mixed-use space, representing an investment of \$194 million. Preliminary analysis shows this redevelopment could create up to 2220 indirect and induced jobs.

Nationally significant tourist destination

Analysis shows that the site could attract 1,000,000 visitors annually. Recreational amenities are highly valued by the public.

Redevelopment will increase property values

Assuming a conservative 5% increase in off-site property value, redevelopment can generate at least \$7.5 million.

Revitalization of downtown Oregon City

Site redevelopment will create an impetus for new development in downtown, including residential, mixed use, and hotels. The original four blocks of Oregon City can be re-integrated with Downtown.

www.downtownoregoncity.org

Range of available funding sources

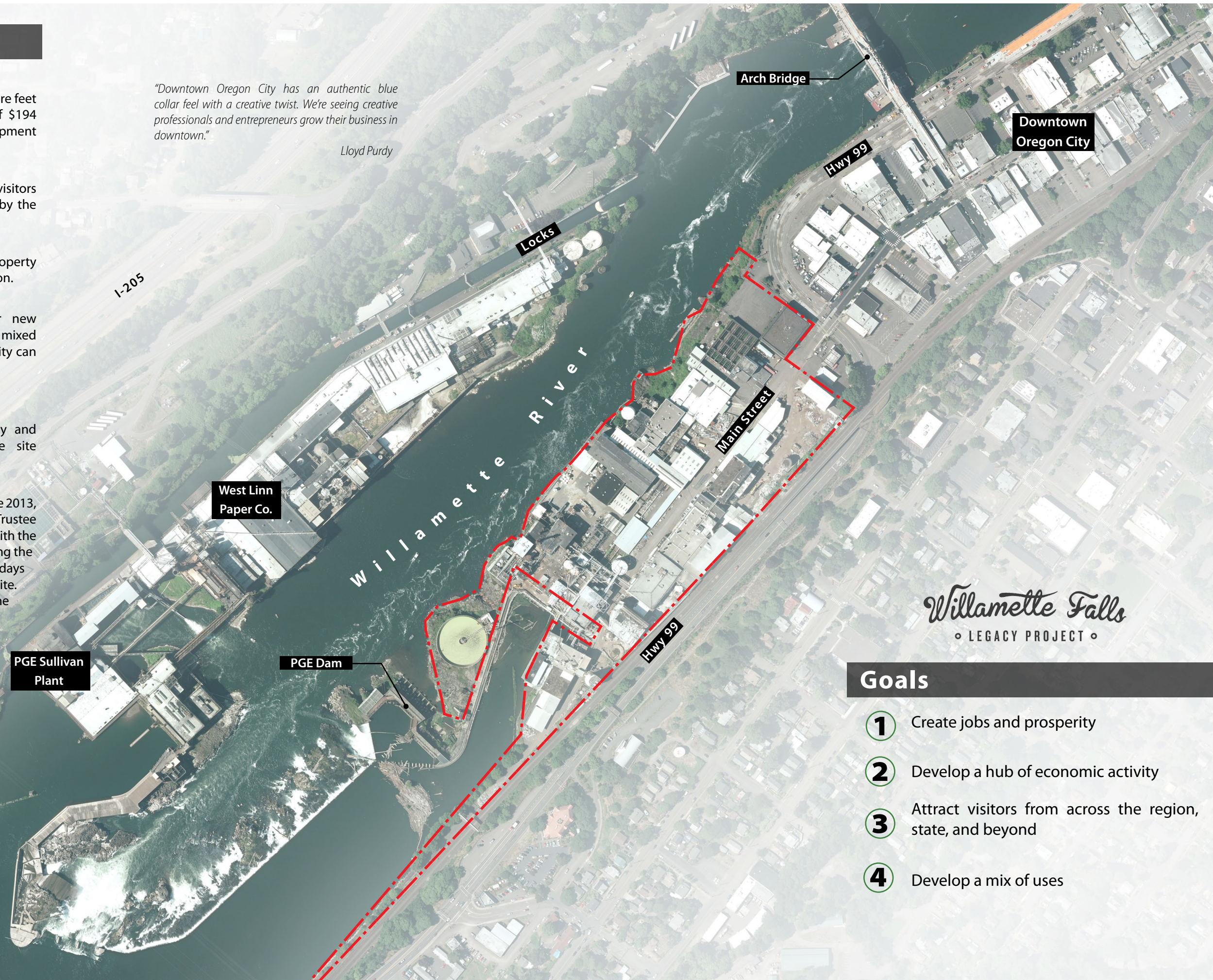
A menu of funding options, deployed collectively and leveraged with one another, will help achieve site transformation.

Ownership

The site is in bankruptcy and is currently for sale. In June 2013, Eclipse Development made an offer to the Bankruptcy Trustee to acquire the property. The Trustee will file motions with the Bankruptcy Court to approve the procedures governing the sale. Any other interested parties will then have 45 days to respond or make their own bids to purchase the site. This offer is a positive development because it has the potential to accelerate redevelopment of the site.

"Downtown Oregon City has an authentic blue collar feel with a creative twist. We're seeing creative professionals and entrepreneurs grow their business in downtown."

Lloyd Purdy



Willamette Falls
◦ LEGACY PROJECT ◦

Goals

- 1 Create jobs and prosperity
- 2 Develop a hub of economic activity
- 3 Attract visitors from across the region, state, and beyond
- 4 Develop a mix of uses



Urban Outfitters HQ