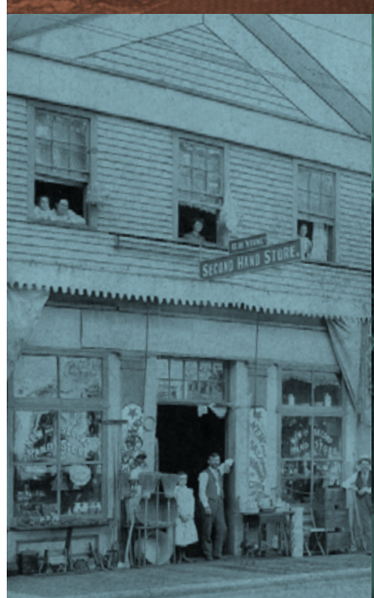
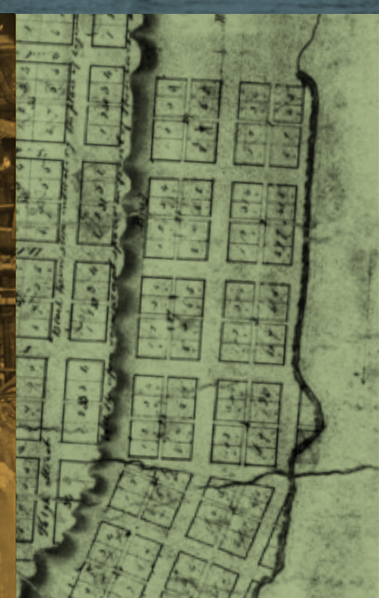
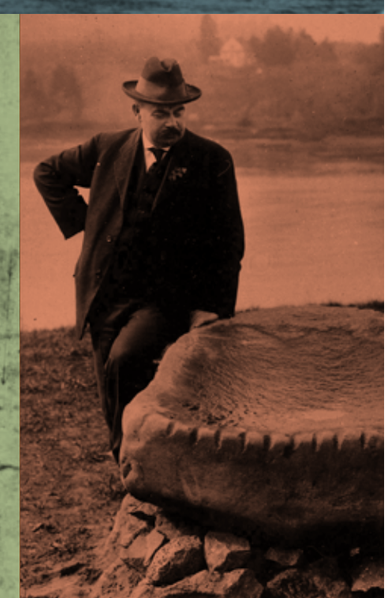






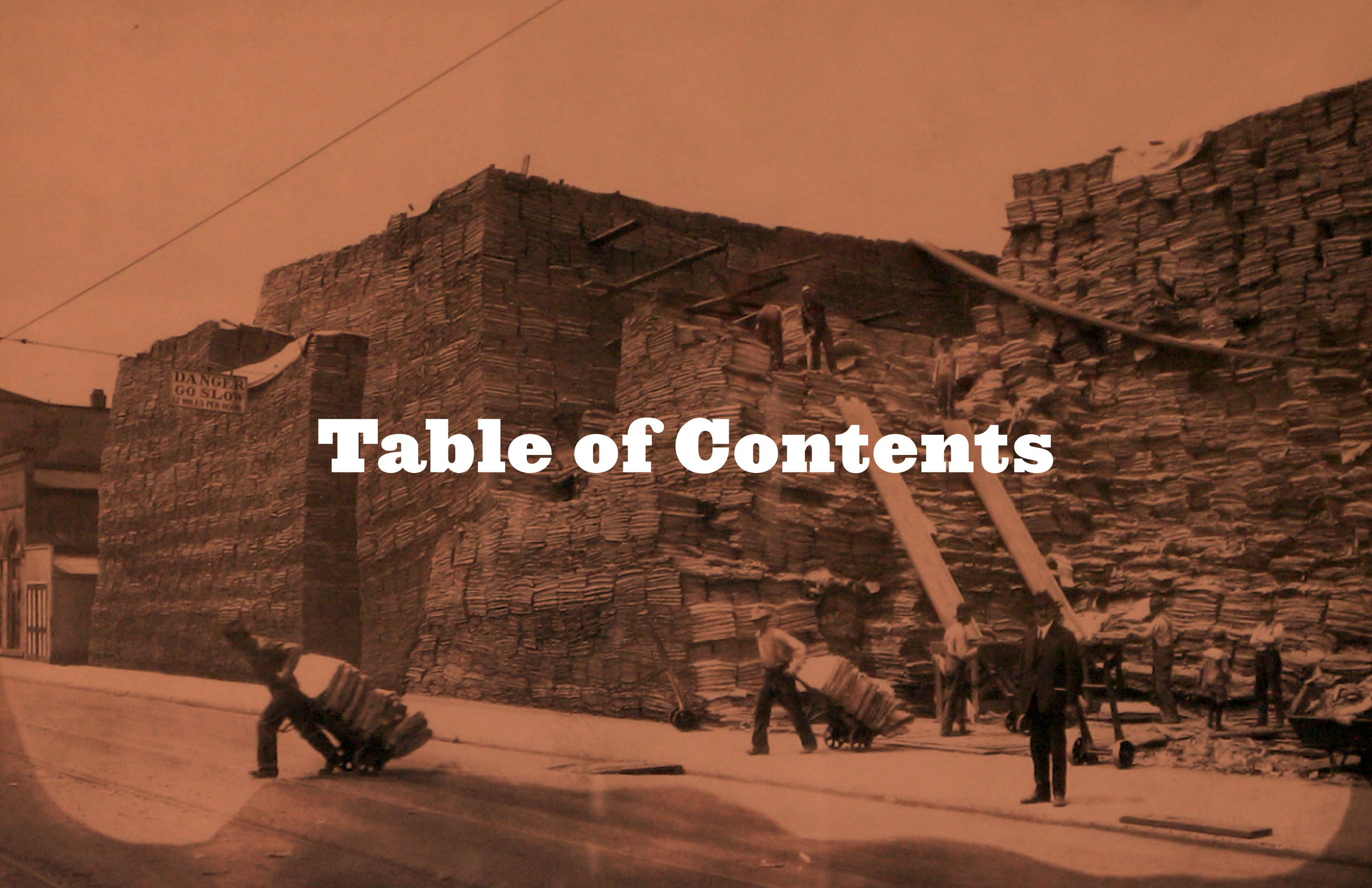
Willamette Falls

LEGACY PROJECT

Interpretive Framework

Concept Design June 3, 2017

Snøhetta **Mayer/Reed** DIALOG



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Willamette Falls
LEGACY PROJECT

Interpretive Framework
Concept Design June 3, 2017

Snøhetta Mayer/Reed DIALOG

Cover photo, top middle: AP Photo/Rick Bowmer

Executive Summary

Willamette Falls, one of Oregon's most significant natural and historic treasures, has been hidden behind the growth of industry for well over a century. When the first phase of the planned public riverwalk is completed at the former Blue Heron mill site in Oregon City, it will offer visitors a chance to experience the second-largest waterfall (by volume) in North America and bring an abandoned industrial site back to life.

The site, rich with multiple layers of history, is about many things. It is about people and their stories: American Indians, European settlers, industrialists, workers and their families. It is about natural history and resources: The Columbia Basalt Flows that poured from eastern Washington over Oregon on their way to the Pacific Ocean and the Missoula Flood that followed an ice dam breach, creating rivers, valleys—and Willamette Falls. It's about sustenance: Fishing for salmon, harvesting lamprey, providing hydropower and jobs with sustaining wages. It's about gathering: Coming together as members of an Indian nation, a community, a place for visitors to understand the Oregon legacy and what has drawn people here, to this specific place, since time immemorial.

This point in time is remarkable in that it constitutes an entirely new era in Oregon history relative to Willamette Falls. In making plans for public access and the reinvention of the Blue Heron site, we are closing the industrial chapter of this place. We are enabling a transformation that's ripe with potential for public recreation, celebration of community, more diverse and economic prosperity and a new industry—tourism. Through the design process of the riverwalk, it is the first time that the public process has been used to determine the future of this site and the desired outcomes. The riverwalk and Blue Heron development are remarkable catalytic forces that will forever change Oregon City and the surrounding region West Linn.

While the interpretive framework has been several years in the making, it is just the beginning—there is much work to do in the years ahead. The framework will endure as a guide to creating an interpretive experience at the riverwalk that affects people on a visceral level and compels them to return, season after season. The interpretive framework, along with the Cultural Landscape Report, provides critical context to guide the riverwalk design approach and provide a lens for interpretation. It identifies three design strategies that will bring the site to life: immersion, narration and reintroduction.

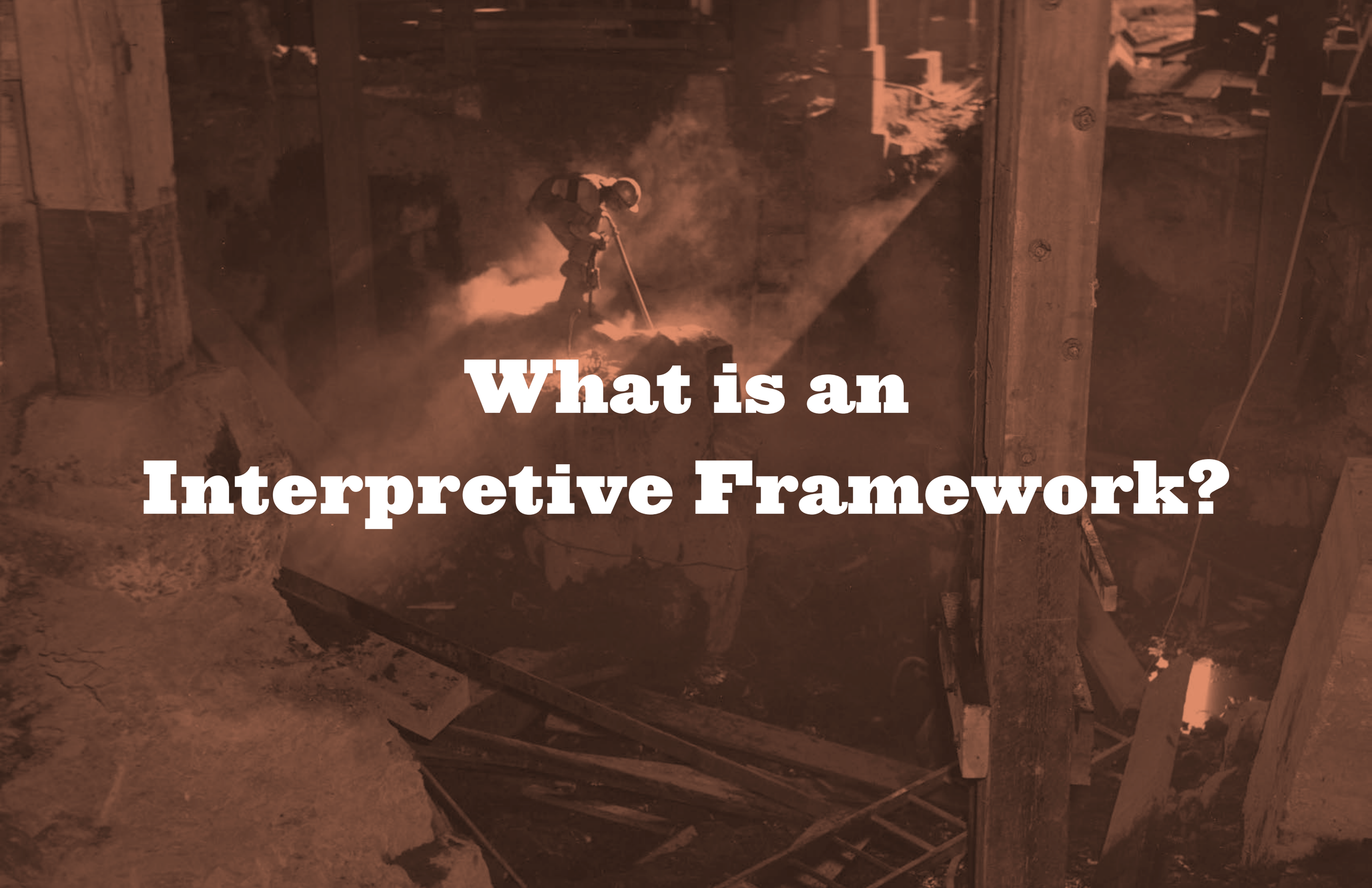
The framework is not a completed catalog of people and stories; it constitutes an approach and is a living document that will change as the phases of the riverwalk are realized. Ongoing efforts are being made to find opportunities to share stories of the site's past, present and future—highlighting its historical, cultural, ecological and economic significance. As riverwalk phases are realized, this interpretive framework will evolve, and specific supporting documents will be created to reflect the unique requirements of each phase.

The goals of the interpretive framework include:

- Creating high expectations and encouraging an innovative approach to interpretation.
- Identifying criteria for future projects to be funded or supported.
- Establishing a partnership approach that supports the work of interpretation in phases.
- Honoring native peoples' stories and relationship to Willamette Falls and planning for a long-term approach to tribal engagement and interpretation.
- Developing a framework that will celebrate, challenge and grow our understanding of the site and connection to it.

When these goals are met, people who visit the riverwalk will be able to learn, experience and imagine, and visitors from the local community, across the nation and around the world will have different but equally powerful experiences.

The framework will endure as a guide to creating an interpretive experience at the riverwalk that affects people on a visceral level and compels them to return, season after season.



What is an Interpretive Framework?

Through interpretation, understanding; through understanding, appreciation; through appreciation, protection.

— Freeman Tilden
Interpreting Our Heritage, 1957

Purpose

The purpose of an interpretive framework for the Blue Heron site is to inspire and guide the inclusion of interpretive elements which enrich the visitor experience and make lasting connections to the site's heritage. The framework enables a shared understanding of placemaking through interpretation.

Although prepared specifically for the riverwalk design, the guidelines, goals, take-home messages, approaches and strategies will provide a seamless visitor experience and stronger sense of place if applied to the entire site.

This document may be used as a reference by:

- Planners
- Developers
- Architects
- Interpretive planners/writers
- Signage and experiential graphic designers
- Multi-media designers
- Artist selection committees
- Interpretive artists
- Partner program developers (tours, classes, etc.)
- Business owners
- Partner organizations

The take-home messages, interpretive approaches, strategies and measures for success described in this document provide design parameters for those proposing and developing new interpretive elements.

For planners, business owners and partner organizations, this document provides criteria and guidelines by which to measure and evaluate interpretive proposals, funding requests and design.

Process

In 2014 the Project Partners hired MIG, Inc to complete a Cultural Landscape Report (CLR). An overview is provided on page 4. The draft CLR was submitted to the Design Collective in the fall of 2016.

The Project Partners established four core values in a Willamette Falls Legacy Project Vision Document by the Walker Macy team in 2014. The core values: Public Access, Historic & Cultural Interpretation, Economic Redevelopment and Healthy Habitat are a guide to balance the complex interests and opportunities in the site design. An overview of these values is provided on page 6.

Using these resources, the Design Collective then created the Interpretive Elements Asset Plans (page 7) and established five main take-home messages (page 11) that address both the four core value's aspirations along with the Cultural Landscape Report findings.

These take-home messages and asset plans were reviewed and vetted through community events and interpretive stakeholder meetings held during the winter of 2016–2017. This work will continue to be refined throughout the design process and life of the project.

Next Steps

It is recommended that an organization be formed to adopt this document, using it as a tool to guide and implement interpretation of the site moving forward. For additional information, refer to the Next Steps section on Page 8.

Cultural Landscape Report Overview

The following Cultural Lansdscape Report overview was provided by Oregon City consultant, MIG, Inc.

What is a Cultural Landscape Report?

Understanding multiple complex historic layers and how they can be incorporated into the future of a historic site rests on a rigorous collection of information about a site's physical historic development and the effective communication of that knowledge through the development of a Cultural Landscape Report (CLR). A CLR is a place-based research and planning document that ties information from the public record—documents, photographs, illustrations, and oral histories—to a place focusing on how it has developed and changed over time. For Willamette Falls, whose history is extraordinarily long and complex, the CLR helps us understand the people and forces that have shaped it and provides glimpses into its character at different moments in time, which is a combination of the natural environment, built environment, and people that manage and live in that environment. Developing a CLR respects and supports the task of revealing and honoring our complex history and its relationship to the landscape.

Old dam circa 1890

c. 1900 PERIOD PLAN
DRAFT

- Industrial
- Housing / Lodging
- Commercial / Office
- Retail / Service
- Institutional / Public Utilities
- Mixed Use (Commercial + Lodging)
- Unknown Use
- Tree canopy
- Earth Surfacing / Groundcover
- Wood surfacing
- Concrete / Asphalt surfacing
- Concrete structures (remnants)
- Rock / Fill
- Water
- Fence
- Metal stairs/ramp/catwalk
- Water utility line
- Stormwater utility line
- Retaining wall
- Property boundary (2016)
- Rail line (historic)
- Tax lot (current)
- Tax lot (historic)
- ① Possible location of the Reading Room

WILLAMETTE FALLS
CULTURAL LANDSCAPE REPORT
OREGON CITY, OR

SOURCES
1. Metro Regional Land Information System, Oregon City GIS Department
2. Google Earth Aerial Image, 2015
3. Site Survey, 2015
4. Sanborn Map, May 1900
5. Historic Images, 1895-1905

N
0 50' 100' 150' 200'

Interfolders being sorted in 1977

Lamprey below falls in 1913

Flood of 1953

Willamette Falls Cultural Landscape Report Methodology and Scope

The Willamette Falls CLR was developed based on guidelines established by the National Park Service, the leading agency for cultural resource planning and management. Following those guidelines, a mixture of primary and secondary research materials was gathered and key stakeholders were engaged as part of the research phase. The fruits of the research developed a solid and commonly understood contextual base of understanding about the historic development of the Willamette Falls site, formerly the Blue Heron mill property between the Willamette River and railroad tracks and between the hydroelectric dam and 5th Street in Oregon City, Oregon. In turn, the CLR serves as a primary source of information for those interested in telling the site's story, specifically through means addressed in this interpretive framework. While the interpretive framework focuses on implementation of interpretive elements along the riverwalk, the CLR focuses on the entire Willamette Falls redevelopment site and can be used as implementation of other areas commences.

The CLR includes a narrative summary of the site's history that is supported by hundreds of historic illustrations and photographs, a set of historic era plans that provide a snapshot of the site at different moments in time depicting its transformation, and an annotated chronology that provides additional details about the site's metamorphosis. Traditionally part of a CLR, the analysis, evaluation and treatment of the site are being addressed through ongoing complementary processes which is a natural approach for such a complex site that includes both public and private development. For example, the Willamette Falls Legacy Project Framework Plan (2014), including conditions of its approval, is being supplemented by the CLR, this interpretive framework plan, and complementary efforts such as the refinement and construction of the riverwalk.

Using the Cultural Landscape Report

Historic content is organized in the CLR through an illustrated linear narrative and by themes that highlight the cyclical nature of this place's story and connections, focusing on historic moments we should celebrate and those we need to continue to learn from. It is these stories that should be included in the present vision for Willamette Falls so that the circle of time and understanding of this place continues. Though tangible elements of some of the site's history may be gone, our understanding doesn't have to be absent as well. Time and time again the site's history returns to the landscape of Willamette Falls and how its very essence and character have been and will continue to be a nexus of our region. The CLR contains information both complex and simple, inspiring and tragic, nuanced and straightforward, but all of it able to be applied to our current understanding of Willamette Falls.

Four Core Values

The four core values that were identified in a Willamette Falls Legacy Project Vision Document by the Walker Macy team in 2014.

HISTORIC AND CULTURAL INTERPRETATION

Visitors will learn about the rich history of the Oregon City riverfront. Willamette Falls served as an important cultural site for Native American tribes. John McLoughlin built the Pacific Northwest's first lumber mill here. And, in 1844, Oregon City became the first incorporated city west of the Rocky Mountains.

Key Elements

- Emphasizes unique geology, Willamette River and Willamette Falls
- Honors Native Americans' presence at Willamette Falls: past, present and future
- Honors the significance of the site and the falls to the former Oregon Territory and settlement of Oregon
- Honors the significance of industrial development at Willamette Falls

Desired Outcomes

- Interactive, holistic and creative interpretation at multiple levels
- Respect and accommodate Native American salmon fishing and lamprey harvest traditions and protection of natural resources
- Increased awareness of all aspects of the cultural and historic significance of Willamette Falls
- Highlight national importance of industrial development at Willamette Falls
- Honor the past by "doing better" now
- Adaptive reuse of existing buildings to support the creation of an authentic place

PUBLIC ACCESS

Visitors will get a front-row seat to experience the majestic and truly extraordinary Willamette Falls. Inaccessible for public enjoyment and effectively removed from the public consciousness for more than 150 years, the falls are one of the most scenic places along the Willamette River.

Key Elements

- Connects people physically and emotionally with the river
- A complete sensory experience of water is incorporated throughout the site (hearing, seeing, feeling, smelling)
- The site design reflects unique aspects of the place with unifying design elements integrated throughout
- The public space emphasizes arrival by foot, bike or transit while accommodating the automobile
- Sustainability is incorporated throughout the design and the site

Desired Outcomes

- Permanent, prominent and breathtaking public access to this site, the river, cultural history and the falls
- The public space is generously sized and inviting to a diverse range of peoples, including families and children of all ages
- Multiple, creative and unexpected opportunities are provided to physically connect to the river
- Integration of the site and the pedestrian/bike circulation system into the local and regional trail system north and south
- Integrated connection to downtown Oregon City
- Protected views of intact natural habitats along the river and falls
- Diverse scenic views of the falls and river, including views of the falls that reveal themselves as one proceeds through the site
- The public space and falls access are a catalyst for economic development in Oregon City and enhance the value of development on the site

HEALTHY HABITAT

This place is critical for water quality. Fish and lamprey that travel the river pass through or around the falls. Historically, the falls were surrounded by unique plants that thrived in microclimates created by the mist. Protecting the site provides an opportunity to re-establish native plant communities, enhancing this ecologically diverse stretch of the Willamette River.

Key Elements

- Riparian habitat: opportunities to restore riparian and rocky outcrop areas along the Willamette River above and below Willamette Falls
- Native fish habitat: shoreline and river provide a mixture of habitat elements important to native fish
- Water quality: springs and seeps, stream day-lighting, clean and cool water, and returning existing water rights to in-stream use for fish and water quality
- Floodplain protection: opportunities to maintain or enhance the ability to store flood waters on site during major storm events

Desired Outcomes

- Restore native trees and shrubs along a 50- to 150-foot buffer along the Willamette River
- Protect and restore rocky outcrops to provide unique habitat for insects, amphibians and rare plants
- Restore floodwater access to its natural floodplain by removing nonessential buildings and infrastructure left from previous industrial use
- Provide important habitat for migratory birds and other wildlife species
- Improve water quality through filtration, stormwater attenuation
- Restore shoreline habitat complexity, including alcoves and inlets for cool water refuge and off-channel habitat during periods of high river flow
- Provide important resting and movement habitat for Pacific lamprey, salmon and steelhead
- Improve water temperature and chemistry over baseline of existing conditions at the site
- Support efforts by other public agencies to restore habitat in the Willamette River Greenway
- Showcase how urban development can integrate nature and ecosystem services into urban design
- Establish an urban forest canopy along streets and public spaces where suitable soil exists
- Adding flow through the Millrace will increase habitat options for migrating fish

ECONOMIC REDEVELOPMENT

The Willamette Falls property will carry on a tradition of economic development along the riverfront, where mills and industry thrived for more than a century. With the closure of the Blue Heron Paper Company, Oregon City lost 175 jobs – a blow that can be redressed through redevelopment. The project will return part of the site to private development, reinvigorating the downtown as a hub of employment, shopping, business and tourism.

Key Elements

- Public access to river and Willamette Falls serves as catalyst for the regional center/downtown
- Access to nature is emphasized throughout development
- Unique quality of the place drives investment
- Creates a synergy for downtown Oregon City, with opportunities that are complementary to the infrastructure available there
- Regional destination drives tourism to Oregon City

Desired Outcomes

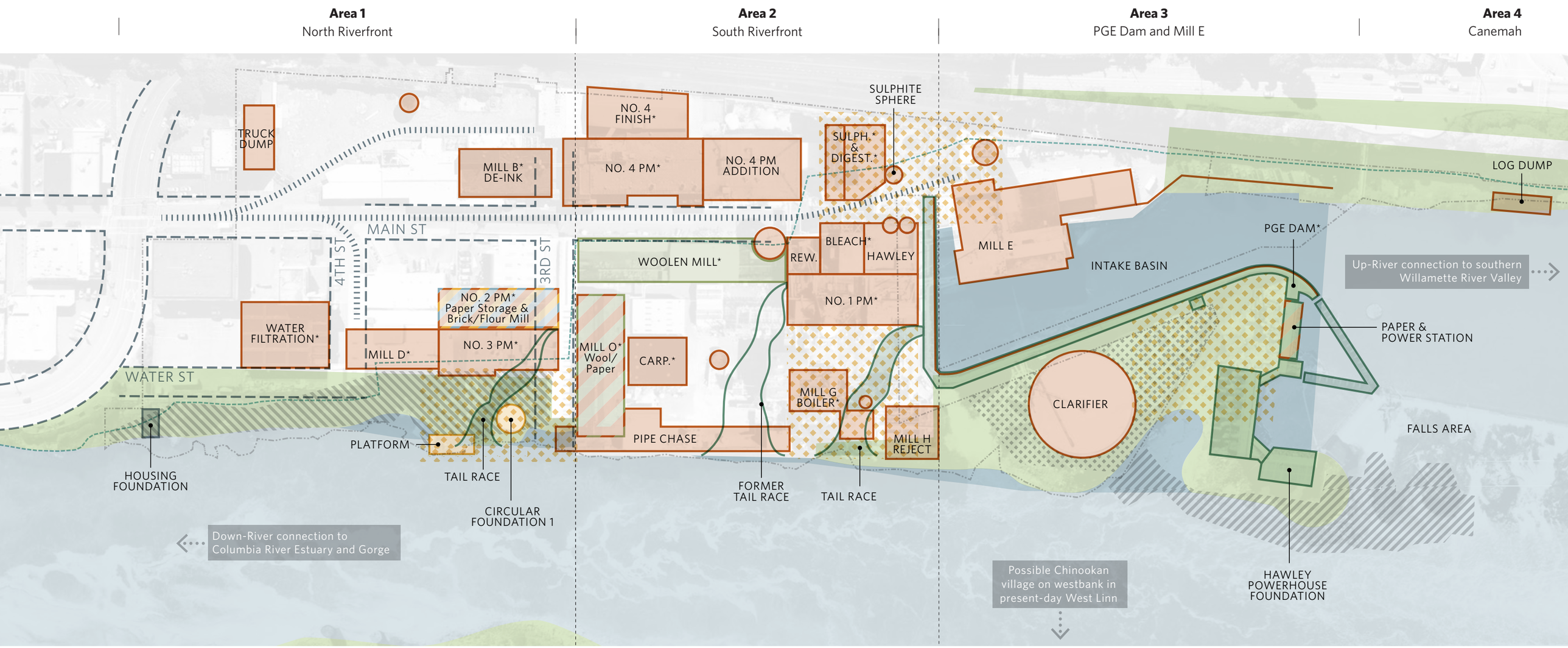
- Continued tradition of working waterfront
- Permanent and short-term job creation
- Increased opportunities for economic development
- Increased value of development on site and nearby
- A revitalized downtown Oregon City and West Linn
- Integrated with a thriving downtown Oregon City, complementing existing businesses and private enterprises
- Public space that supports an active, year-round regional center
- Increased foot and bike traffic that supports new development
- Increased opportunity for private investment
- A model of green development and sustainability
- A new Oregon landmark

Existing Site Assets Diagram

Note: This diagram is a summary of structures remaining on the whole site. Refer to the Cultural Landscape Report for detailed plans for documentation of structures no longer existing.

0' 50' 100' 200'

* Eligible buildings



NATURAL HISTORY

- Existing viewing opportunities for flora and fauna interpretation
- Existing off-channel alcove habitat
- Existing in-channel river habitat
- 1996 Flood line

SIGNIFICANCE TO NATIVE AMERICANCS

- Native vegetation - food, medical
- Falls area for harvesting salmon, lamprey and other fish species
- Basalt area for evidence of why villages were established elsewhere
- Connections to other villages

EUROPEAN IMMIGRATION, COLONIZATION & GOVERNANCE

- Street grid evidence of original land claims
- Rail
- Buildings

INDUSTRY & INNOVATION

- Wool/garment
- Flour
- Paper
- Power
- Other
- Additional remaining site artifacts of various sizes

Next Steps

Implementation

This document provides a framework for theme development, approach and strategies for interpretive design which must be further developed through implementation documents for each phase of the riverwalk.

As a means to intentionally program all future interpretive activities and physical additions to the site, an interpretive review board must be established. This board will be responsible for reviewing all proposed interpretive elements for alignment with this framework document prior to funding and design approval. Board members should include project partner representatives and at least one member of the riverwalk design collective.

Once approved by the interpretive review board, final design, program/content development, text writing, and image acquisition is the responsibility of the implementation design team.

The following measures for success provide criteria for evaluation of future design and interpretive proposals.

Measures for Success

How natural and cultural history are addressed on site may take many different forms, especially for a site with as complex a history as Willamette Falls. Therefore, it's essential to define success at the outset in terms of incorporating the site's heritage into its future. This is particularly important for Willamette Falls since the full realization of its implementation will be phased over many years, and by many different hands.

A successful interpretive strategy proposal should demonstrate that it is:

- Authentic
- Memorable
- Multi-layered
- Celebratory and educational

Successful themes and stories should:

- Explore one or more of the take-home messages and themes identified on page 11.
- Focus on the highlights as well as the tough stories that often touch people at a deeper level.
- Tease out what resonates from history and carry it forward to today's community. Relate stories to our current affairs or find a relationship to contemporary times.
- Be documented by an approved source including the Cultural Landscape Report and supporting bibliography, tribal board or riverwalk design.

A successful design should:

- Consider a holistic visitor experience as defined on page 13: engage multiple senses, employ universal design for learning principals, and provide emotional rewards.
- Employ various approaches (immersion, narration, reintroduction) and supporting strategies as defined on page 13 to provide a range of visitor experiences.
- Preserve the physical fabric of the site as interpretive materials and location for artistic expressions.
- Respect existing site conditions and existing interpretive elements. Consider adjacent interpretive strategies and limit saturation of a particular strategy or element type.
- Consider long term maintenance and partner funding.

Overall, success will be measured by the return of a once-vibrant place propelled forward into the future for generations to enjoy.

Take-Home Messages

Take-Home Messages

Using the Take-Home Messages

As with many historic sites, the interpretive opportunities on the Blue Heron site are plentiful. It is important to remember that not all stories can be told on the site. By defining interpretive take-home messages, thoughtful prioritization of elements which support these messages is possible.

These preliminary take-home messages provide a conceptual framework for selecting, prioritizing and organizing the interpretive visitor experience, and begin to answer the question, "What do we hope to accomplish through interpretation?"

These take-home messages are intended to be non-linear in presentation—recognizing the site's layered history and overlapping influences.

Consider the following when developing content based on the five take-home messages:

- Proposed interpretive elements should support at least one of the take-home messages, but is not required to communicate all five.
- Each implementation project should further develop each take-home message with 3-5 key points. These should drive the content development of the project.
- A rich abundance of site artifacts and narration supporting a particular take-home message should be balanced with additional interpretive elements supporting other messages.
- Themes should be presented in a non-linear, overlapping format to demonstrate the site's complexity.

CLR THEMES	NATURAL HISTORY	SIGNIFICANCE TO NATIVE AMERICANS	INDUSTRY & INNOVATION	EUROPEAN IMMIGRATION, COLONIZATION & GOVERNANCE	PRESENT & FUTURE OREGON CITY
	The unique hydrology and **geology** of the Willamette River and Falls is **critical habitat** for **fish, birds** and **animals.**	Willamette Falls is significant to **Native Americans** who have **gathered** and **fished** here **since time immemorial.**	This site is significant to the birth of **industry** and **innovation** in Oregon.	This site and Oregon City are important to **United States history** as the terminus of the **Oregon Trail** and **Oregon State history** for **colonization** and the **establishment** of **state government.**	Oregon City is a great place to **live**, **work** and **recreate**. The community contributes to the **past, present** and **future** of the site.
FLOOD	X				X
FISHING	X	X		X	X
FLORA & FAUNA	X	X		X	X
HABITAT	X	X			X
18TH & 19TH CENTURY EXPLORATION	X		X	X	
EUROPEAN COLONIZATION		X	X	X	
CULTURAL GROUPS			X	X	X
RELIGION/SPIRITUALITY		X		X	X
GATHERING		X		X	X
TRAGEDY		X			
FLOUR			X	X	
WOOL			X	X	
WOOD	**Covered under Flora & Fauna**	X	X	X	
WATER	**Covered under Flood**		X	X	X
TRANSPORTATION		X	X	X	X
LABOR/WORKFORCE		X	X	X	X
PARTNERSHIPS		X			X
WILLAMETTE RIVER	X	X	**Covered under Water**	X	X

Interpretive Design Approaches

According to Freeman Tilden, author of *Interpreting Our Heritage,* the aim of interpretation is "to reveal meanings and relationships...rather than simply communicate factual information." Good interpretive design provokes attention and curiosity, relates concepts and fact to visitors' own lives, and reveals key messages in unforgettable ways.

This interpretive framework plan defines three main approaches: Immersion, Narration, and Reintroduction. Together, they aim to engage future visitors with the site, intellectually, physically, and emotionally. This holistic approach supports the overall visitor experience in the following ways:

Engage multiple senses
Provide opportunities to perceive content through sight, touch, sound and even taste; mapping site experience in multiple ways.

Employ universal design for learning principles
Support varied learning styles, comprehension levels, user type, age and interests.

Provide emotional rewards

- Social interaction
- Active participation
- Comfortable surroundings
- Challenging, new, or unusual experiences
- Opportunities to learn
- Opportunities to rest, reflect and process
- A sense of doing something worthwhile

IMMERSION

Can we engage the past without saying a word?

Pg **Immersive Strategies**
14 Exploring Habitat Areas
16 Basalt Surfaces
18 Inhabiting Industrial Structures
20 Imagining Removed Structures
22 Revealing Topography
24 Experiencing River Character
26 Viewing Working Riverfronts

NARRATION

How can we explain rich and varied histories, without encumbering the site?

Pg **Narrative Strategies**
30 Signage
32 Exhibits
34 Tours
36 Classes
37 Self-Guided Walking Tours
38 Visitor Record Keeping
39 Website

REINTRODUCTION

What lost histories might we reintroduce to the site?

Pg **Reintroduction Strategies**
42 Restoring Lost Habitat
44 Projecting Removed Structures
46 Re-Enacting Histories
48 Reclaiming Site Vitality & Commerce
50 Rebuilding Main Street Massing & Character
52 Rediscovering Material Processing
54 Commissioned Site Specific Public Art

IMMERSIVE STRATEGIES

This interpretive approach allows site elements to speak for themselves, without narration. With thoughtful design of spatial volume, direction of paths, and manipulation of stimuli, visitor's senses provide a bodily understanding of scale, temperature, sound, material, texture, light and shadow. Visitors observe and experience the environment, forming their own meaning in concert with the site.

Can we engage the past without saying a word?

Pg **Immersive Strategies**
14 Exploring Habitat Areas
16 Basalt Surfaces
18 Inhabiting Industrial Structures
20 Imagining Removed Structures
22 Revealing Topography
24 Experiencing River Character
26 Viewing Working Riverfronts

Camassia Nature Preserve West Linn, OR

Immersive Strategies

Exploring Habitat Areas

Description

Explorer trails through areas of habitat restoration will create opportunities for immersive public experiences of enhanced wildlife and native plant environments that have long been absent from the site due to industrialization. The paths will enable visitors to observe plants' individual characteristics (leaves, bark, flowers) and the larger associations of species within the environment. Visitors will have opportunities for viewing wildlife that is attracted to the restoration areas. In addition, paths will provide opportunities for observing the juxtaposition of retained industrial artifacts and restored habitat areas, understanding that the habitat has been reclaimed from what was once a highly manipulated site with cycles of flooding, structure, transportation, and industry.

Framework Guidelines

- Design habitat restoration areas to anticipate future access routes of explorer trails that are compatible with plant establishment efforts and do not preclude proposed access routes and areas.
- Design explorer paths to minimize impact on restored plant communities while providing intimate experiential opportunities.
- Design explorer trails to guide human access and minimize disruption of restored habitat areas.

Recommended Location(s)

Immersive habitat experiences using explorer trails and habitat restoration are proposed within the Flour Mill, the Alcove, the Clarifier, and the Canemah areas of the site.

Palmisano Park
Chicago, IL

Brooklyn Bridge Park
New York, NY

Wahclella Falls
Columbia River Gorge, OR

Immersive Strategies

Exploring Habitat Areas

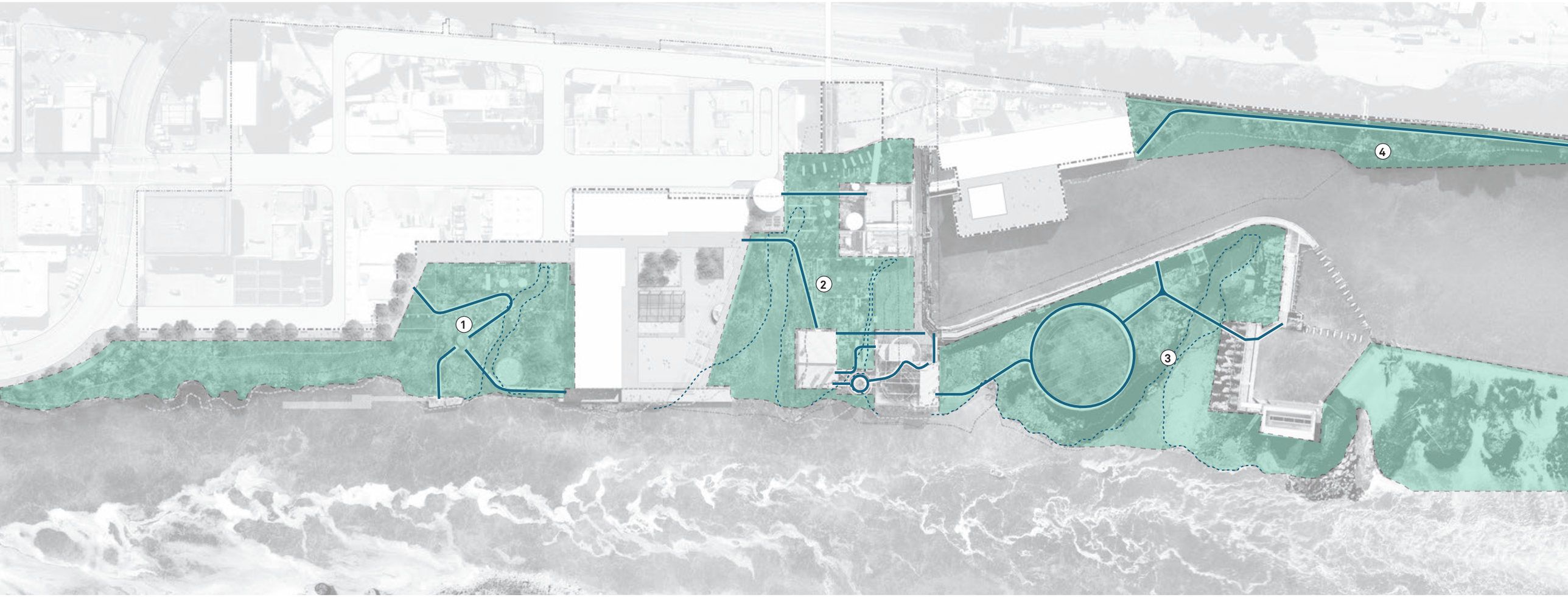
Note: It is anticipated that interpretive strategies for the Mill E and Main Street areas in this document will be updated when resolution of the easement and development options are achieved.

Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah



LEGEND

- Explorer trails
- Alcoves
- Habitat areas

AREAS

1. Flour Mill area and associated small structures
2. Mill Reserve area
3. Clarifier and falls area
4. Canemah and upper falls

0' 50' 100' 200'

Immersive Strategies

Engaging Basalt Geology

Description

Basalt bedrock underlies the entire site, and much of the surrounding region—yet there are few existing locations north of PGE Dam where it is exposed, and none where it may be directly accessed. The preferred riverwalk design shows selective removals of platform and fill in large areas north of PGE Dam. An enhanced habitat and a more complex edge to the river will enable bedrock conditions to be observable in many locations on the riverwalk. The preferred design also identifies a location where visitors can directly access the basalt, to feel its surface, explore its qualities, and gain a personal understanding of the geologic features that give the falls and site its character.

Framework Guidelines

- Clearly demarcate access upon basalt surfaces to minimize disturbance to adjacent habitat restoration areas. Otherwise, access in these locations to be casual and undefined.

Recommended Access Location(s)

Access to the basalt surface is recommended to occur at the southern edge the Public Yard area.

Spokane River
Spokane Valley, WA

Elk Rock Island
Milwaukie, OR

Central Park
New York, NY

Immersive Strategies

Engaging Basalt Geology

Note: It is anticipated that interpretive strategies for the Mill E and Main Street areas in this document will be updated when resolution of the easement and development options are achieved.

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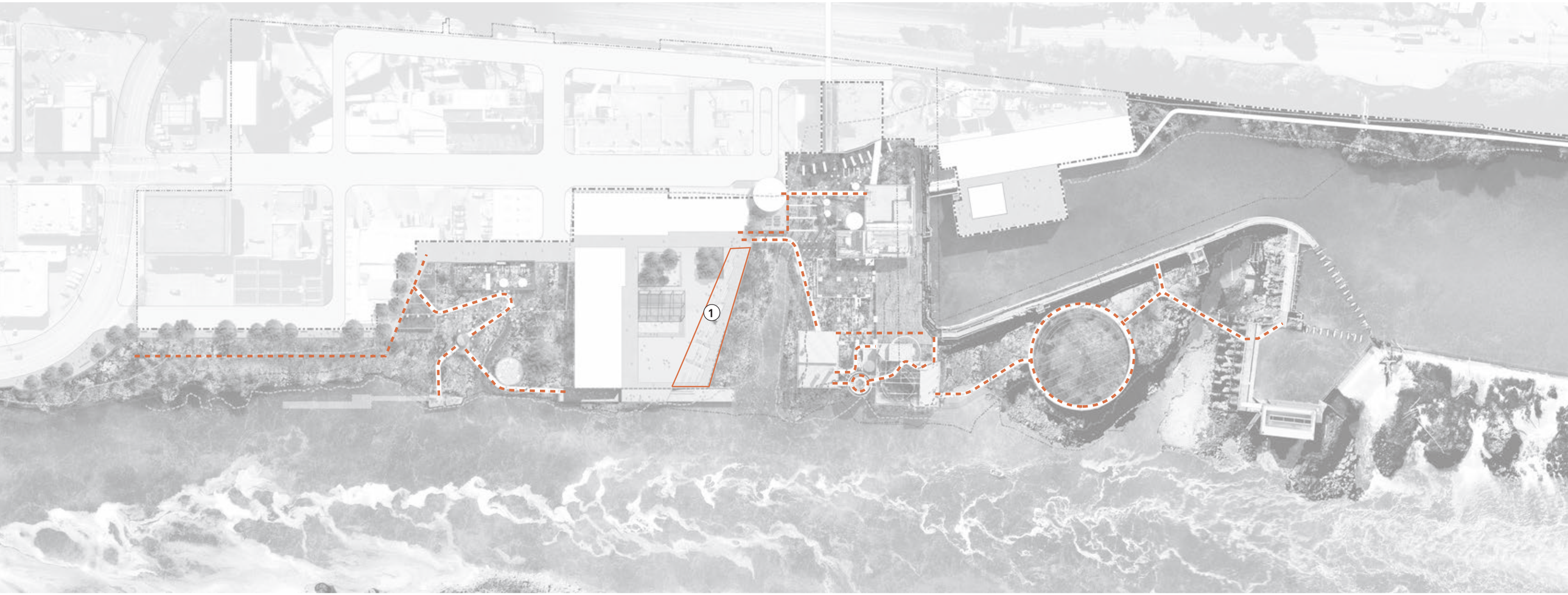
Area 4
Canemah



LEGEND

- Access over or adjacent to basalt
- Basalt access areas

AREAS

1 Public Yard edge

Immersive Strategies

Inhabiting Industrial Structures

Description

Immersive experiences related to selectively retained industrial structures are recommended to occur as a series of "destination islands" linked together by primary paths and explorer trails. The structures serve as landmarks, destinations for site orientation and an important sense of discovery for visitors. This allows visitors to mentally map the extent and scale of the layered site and interventions that occurred over time.

These selected structures will remain largely intact, with necessary improvements to provide safe access and exploration. They introduce discovery to the sequence of paths, creating moments for pause, reflection, unique views and heightened awareness. Removal of adjacent structures will magnify the industrial scale; allowing the full height of the buildings to be seen in their entirety, from ground to sky. Inhabiting the interiors permits an immersive appreciation for the scale and layering of past industrial operations on the site.

Framework Guidelines

- Selectively retain buildings, partial buildings, footings, foundations, and artifacts in their original locations.
- Reveal layered history and stimulate curiosity for site exploration.
- Communicate the complexity of site by retaining layered artifacts. Conversely, a site stripped of its authentic industrial relics and materials misses opportunities for visitors to understand the past.
- Repurpose minor structures like low building foundations for useful site elements such as seat walls, planters and viewpoints.
- When appropriate, provide opportunities to touch existing materials and observe changes in texture, age, finish, and construction. Newly added riverwalk elements will contrast the old.

Landschaftspark
Duisberg-Nord, Germany

Le Domus Romane di Palazzo Valentini
Rome, Italy

Recommended Location(s)

Industrial islands include: the Flour Mill; assorted small structures within the Flour Mill area; Mill O; the Yard surface (including Carpentry, Millwright, and Auto Shops); the Boiler structures; associated cylinders and platforms adjacent to Boilers; Mill H Reject Plant structures; the Clarifier; and the Hawley Powerhouse foundation.

Immersive Strategies

Inhabiting Industrial Structures

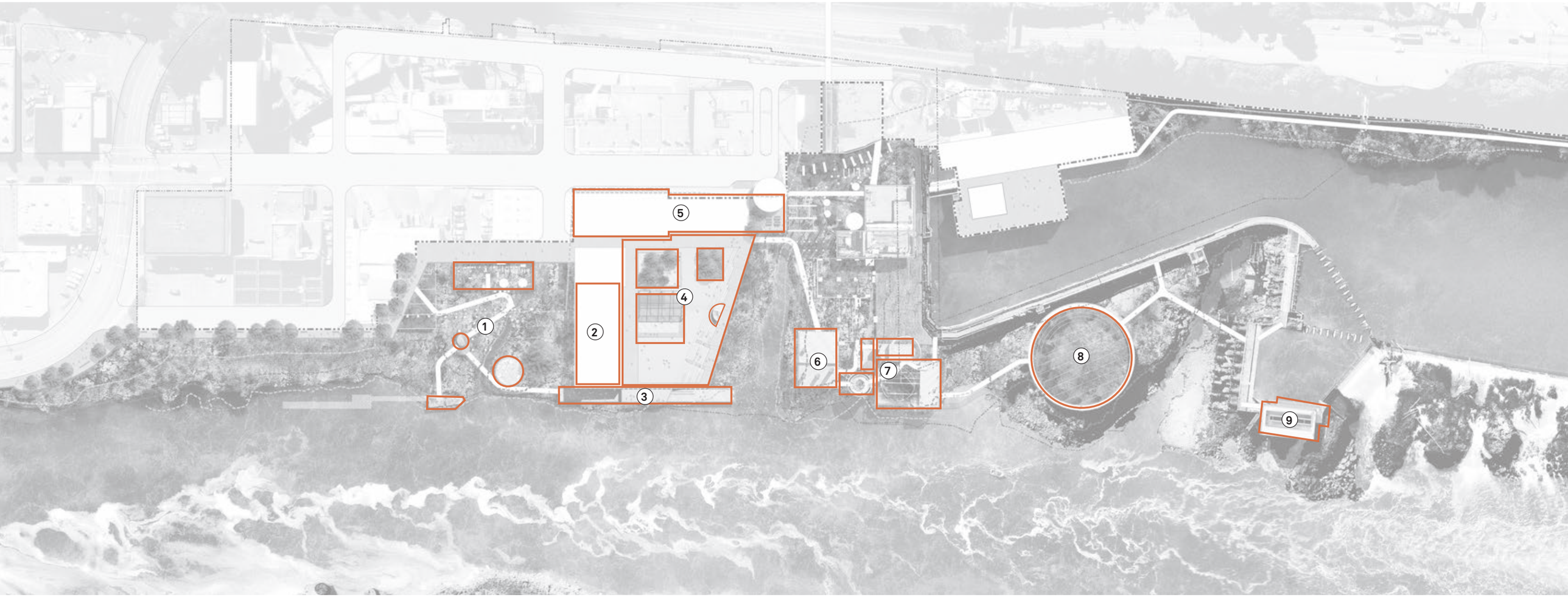
Note: It is anticipated that interpretive strategies for the Mill E and Main Street areas in this document will be updated when resolution of the easement and development options are achieved.

Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah



LEGEND

— Recommended locations and structures

AREAS

1. Flour Mill area and associated small structures
2. Mill O
3. Pipe Chase
4. The Public Yard surface including Carpentry, Millwright and Auto Shops
5. Woolen Mill foundation
6. Boiler structures and associated cylinders and platforms
7. Mill H
8. Clarifier
9. Hawley Powerhouse foundation

Immersive Strategies

Imagining Removed Structures

Description

Large portions of the site will require significant removals of fill and platform to allow daylight to fall on the basalt and river shoreline for habitat restoration. Removals of structures within these areas will be purposefully incomplete, allowing for reuse of columns, walls and beams for structural support of paths and other riverwalk elements such as planters, seat walls, and guardrails. Not all retained structures must have a direct physical use; partially retained structures will enable an understanding of the historic extent of industrial activities. These retained structures will be complemented by intact remnants or structures that were obsolete or already dismantled as part of the Blue Heron operations such as the cylinder base or fuel bunker in the North Riverfront area. Many of the systems of the site have already been lost, so it's essential to retain much of the evidence that remains.

Framework Guidelines

- Selectively retain footings, foundations, and artifacts in their original locations; selectively remove some existing buildings, but retain key columns, walls, foundations, and other remnants.
- Reveal layered history and stimulate curiosity for site exploration.
- Communicate complexity of site by retaining layered artifacts. A site stripped of its authentic industrial relics and materials misses important opportunities to convey the past.
- Repurpose minor structures for site elements such as seat walls, planters, and viewpoints.
- When appropriate, provide opportunities to touch existing materials and observe changes in texture, age, finish, and construction that contrast newly added riverwalk elements.
- Ensure retained structures and site topography avoid potential fish entrapment

Landschaftspark
Duisberg-Nord, Germany

Gas Works Park
Seattle, WA

Recommended Location(s)

Assorted small structures within the Flour Mill area; the Yard surface (including Carpentry, Millwright, and Auto Shops); associated cylinders and platforms adjacent to Boilers; and retained structures within the Mill H removal area.

Immersive Strategies

Imagining Removed Structures

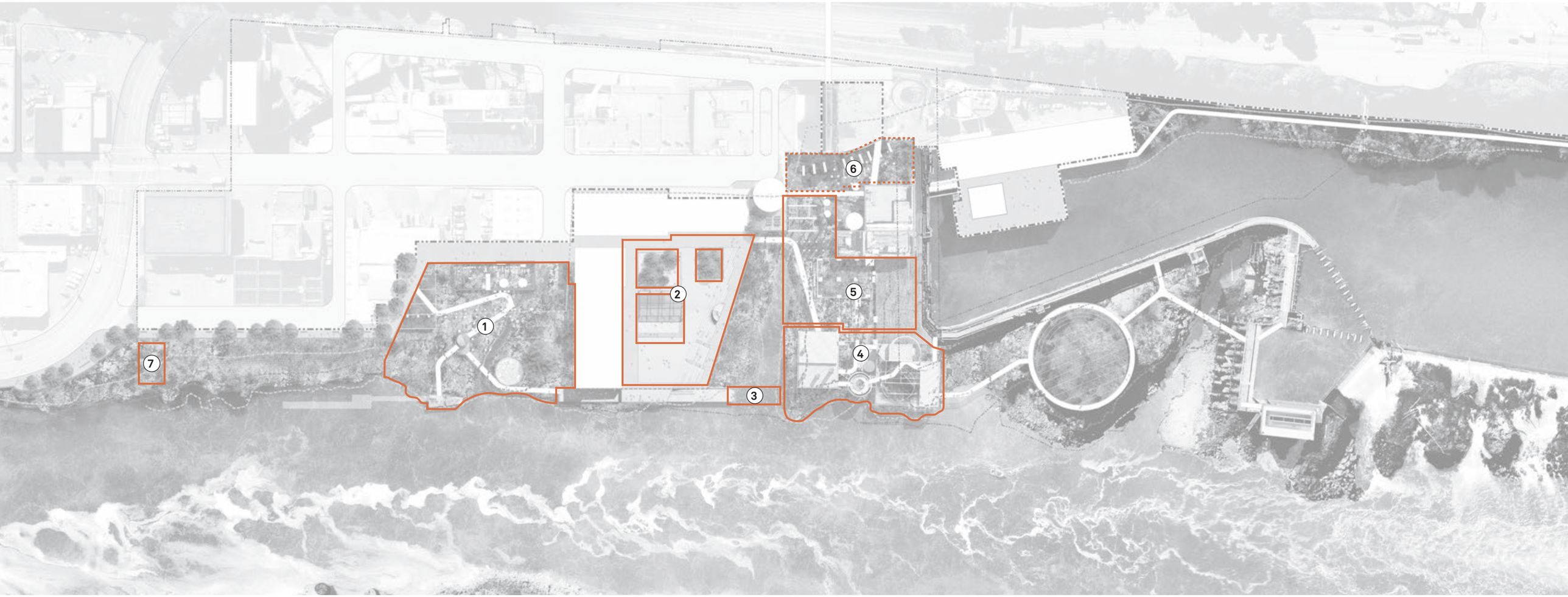
Note: It is anticipated that interpretive strategies for the Mill E and Main Street areas in this document will be updated when resolution of the easement and development options are achieved.

Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah



LEGEND

- Recommended areas for selectively retained structures
- Potential area within Main Street option 2

AREAS

1. Flour Mill area and associated small structures
2. The Public Yard surface including Carpentry, Millwright and Auto Shops
3. Pipe Chase removal area
4. Boiler structures and associated cylinders and platforms
5. Mill H removal area
6. Main Street platform/trestle removal
7. Housing foundation

Immersive Strategies

Revealing Topography

Description

The historic geologic topography of the site was highly complex, composed of a series of rocky islands with numerous cascades and abandoned flood channels. Current site conditions prevent an understanding of the ancient extents of the falls and geology, as well as the significance of the PGE Dam structure in its containment of the upstream side of the river. The grade change—no longer visible due to the development of industrial buildings over time—is key to understanding the historic utility of the site for its water powered industries. The preferred design of the riverwalk selectively removes extensive areas of fill and platform areas to expose the full topographic cross section of the site. In addition, the routing of pathways and placement of viewpoints are designed to enhance the experience of topographic change. New elevated walks with grating will expose the ground dropping away, while viewpoints offer positions to observe the relationship between water levels, basalt, the PGE Dam structure, and the industrial structures. Observing the changes in grade offers the visitor an ability to appreciate the technical challenges of adapting industrial structures to such varied terrain within the floodway.

Framework Guidelines

- Heighten the experience of passing over major changes in elevation with elevated paths. The design of the paths will encourage visitors to acknowledge and perceive the original basalt surfaces and topography.
- Position viewpoints to take advantage of and reveal the complexity of the site.
- Design viewpoints and elevated walks with handrails and guardrails to ensure safety, while triggering sensations of discovery and drama from a perched perspective.

Steel Stacks Park
Bethlehem, PA

Mill Ruins Park
Minneapolis, MN

Recommended Location(s)

Relating changes in topography is recommended to occur in key dramatic locations where, (1) significant amounts of excavation or platform removal are recommended to occur; (2) where existing basalt topography exhibits dramatic character; or (3) within existing elevated structures. These locations are the explorer paths across the restored Yard area, Alcove and Boiler Plant to PGE Dam; the explorer paths to and from the Clarifier structure; and the Woolen Mill and Hawley Powerhouse foundation.

Immersive Strategies

Revealing Topography

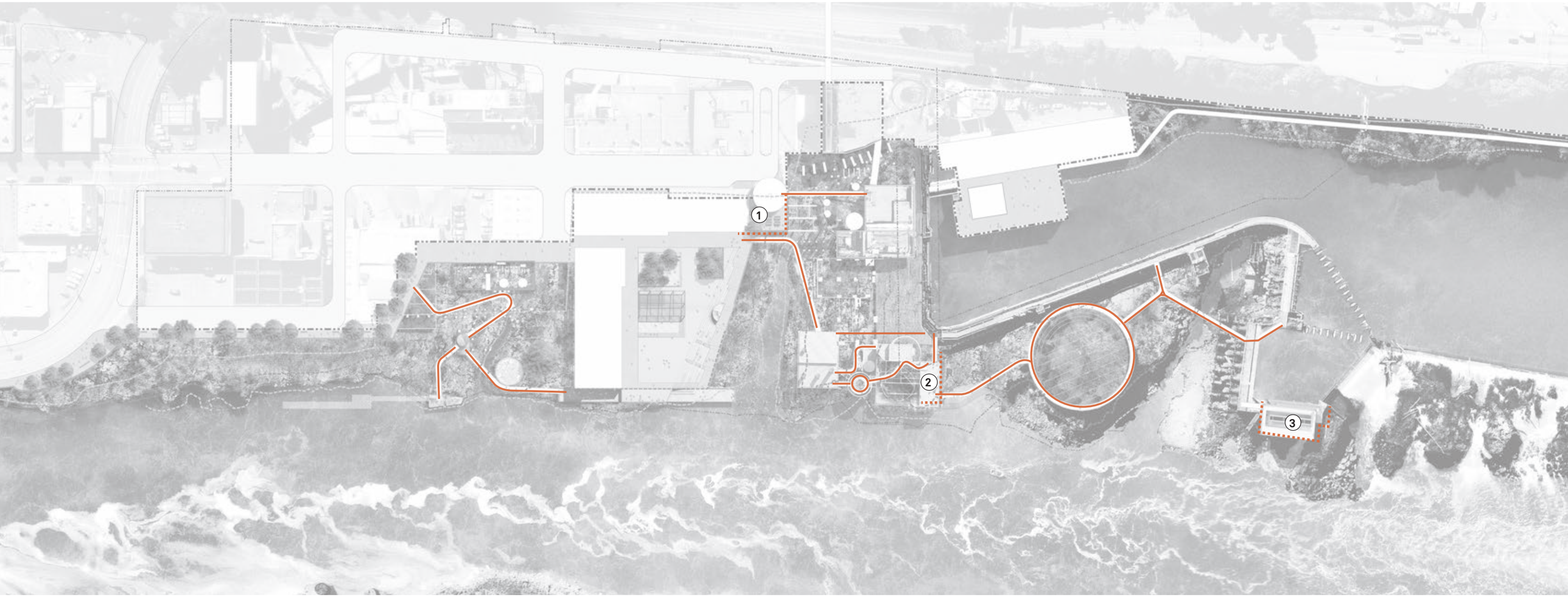
Note: It is anticipated that interpretive strategies for the Mill E and Main Street areas in this document will be updated when resolution of the easement and development options are achieved.

Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah



LEGEND

- Explorer trails
- Overlook

AREAS

1. Woolen Mill/Main Street terminus
2. Mill H falls overlook
3. Hawley Powerhouse foundation

Immersive Strategies

Experiencing River Character

Description

The Willamette River and Willamette Falls are the defining features of the site, and the riverwalk's preferred design will heighten the experience of the river through several different means. First the historic shoreline will be uncovered, enabling water to extend deeper into the site to allow several key locations for viewing and observation of post-industrial conditions. Second, portions of the riverwalk sequence will withhold immediate views to the river, in an effort to focus on industry, habitat, or other interpretive targets, before river views are encountered. For example, the passage between the Woolen Mill and east end of Mill O is first compressed and then opens up to an expansive view of the riverfront. Specific experiential "moments" will be carefully designed to provide a sequenced, immersive relationship with the river:

- Windows in the River Theater in Mill O frame views of the water's surface where currents, movement, patterns, colors are abstracted and put on display as an artistic composition.
- The southern end of the Pipe Chase is a dramatic perch above the expanded the Alcove area where water surrounds the viewer on all sides.
- The dramatic Mill H overlook provides an elevated, 360-degree vantage point that allows for a fuller understanding of the scale of the falls, and the relationship of the site to West Linn Paper, the geology, agricultural areas to the south, and the metropolitan region to the north.
- The Clarifier and its associated paths features the face of the PGE Dam and a place where mists, flows, spray, and cascades are fully experienced when the river is high.
- The Hawley Powerhouse foundation, the southern-most viewpoint will be designed to create a dramatic, full-body immersive experience, feeling the power of the falls, the strength of the basalt, qualities of the light throughout the seasons, and the ambition of the industrial structures.

Gatineau Park
Quebec, Canada

Mill ruins on Black River
Glen Park, NY

Framework Guidelines

- Provide moments of both distance and proximity with the river to build anticipation and focus attention.
- Position viewpoints to capture the river in various states and levels.
- Design viewpoints and elevated walks with handrails and guardrails to ensure safety, but also trigger sensations of discovery and intrigue from a perched perspective.
- Allow for paths at various levels, to provide public access across all seasons and river levels.

Recommended Location(s)

Experiencing the river occurs through nearly all the recommended riverwalk design, however it is most directly felt in the following locations: Mill O, the southern end of the Pipe Chase; the Clarifier and its associated explorer paths; the Mill H overlook; and the Hawley Powerhouse foundation.

Immersive Strategies

Experiencing River Character

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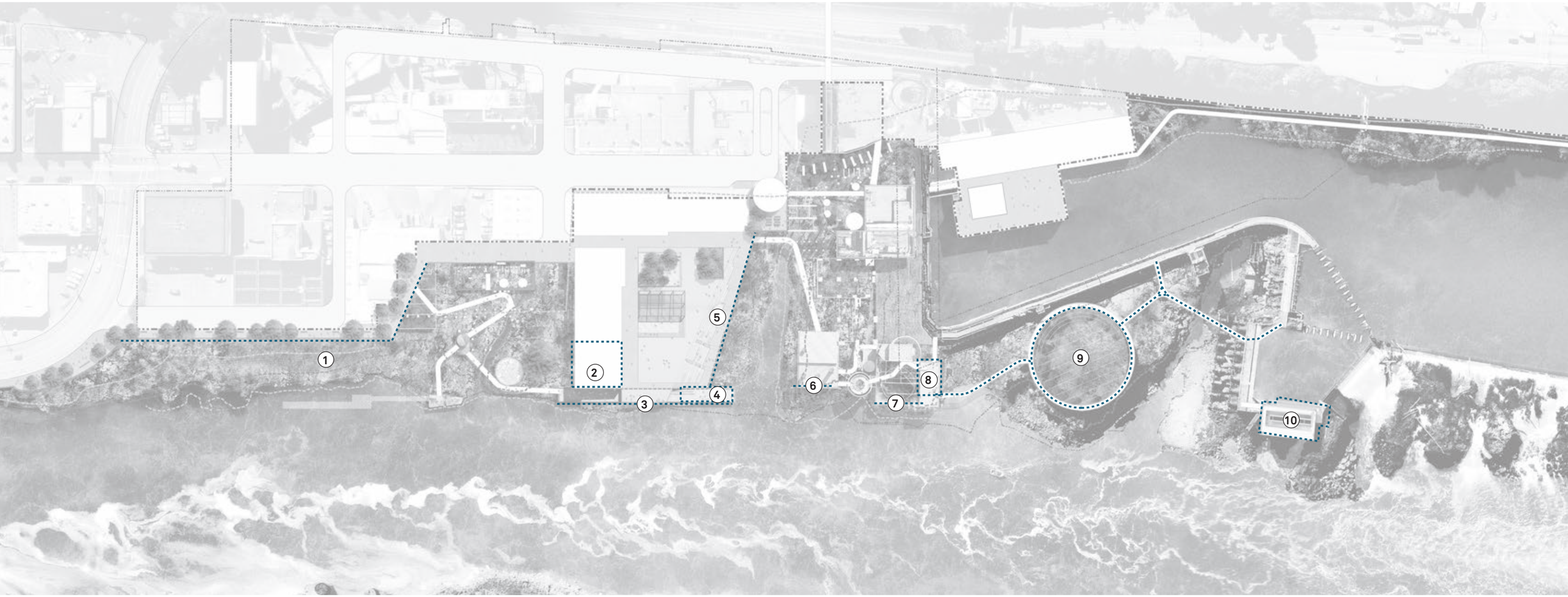
Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah



LEGEND

Recommended areas for experiencing river character

AREAS

1. North Riverfront Promenade
2. Mill O river theater
3. Pipe Chase
4. Pipe Chase alcove overlook
5. Public Yard edge
6. Boiler Plant
7. Mill H art grove
8. Mill H overlook
9. Clarifier and explorer paths
10. Hawley Powerhouse foundation

Immersive Strategies

Viewing Working Riverfronts

Description

Unlike many post-industrial waterfront projects, the falls remains as an operational, power-generating and paper-making facility. Both PGE, West Linn Paper and the fish passage structures remain in operation as active components of the site and part of the authentic riverwalk experience. PGE requires routine access to the dam for maintenance and operations. The noises, machinery, and activities of PGE and West Linn Paper will be part of the riverwalk experience. Therefore, design of explorer trails and closure points will allow for immersive experiences of watching these operations from safe vantage points. West Linn Paper, as an active manufacturing plant, is prominent on the west, providing a perspective into the Blue Heron site's past. The sounds, smells, and visual activities related to paper manufacturing are captured as part of the riverwalk.

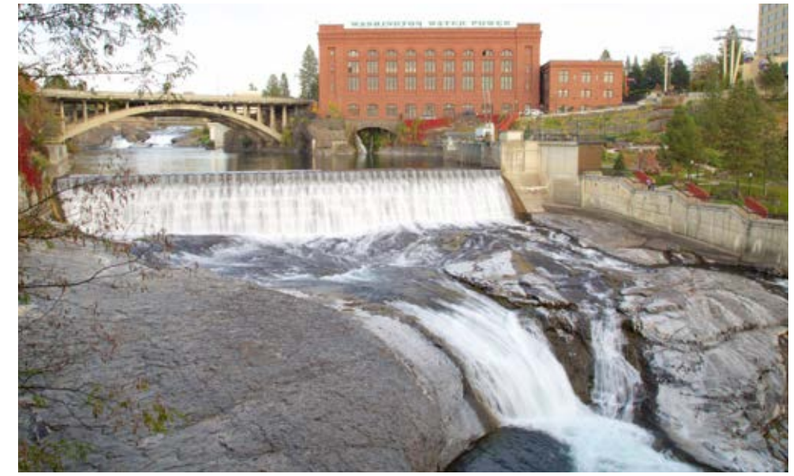
Framework Guidelines

- Provide working schedules and information of PGE activities.
- Define closure points for public or Native American ceremonies or traditions.
- Engage with West Linn Paper to demonstrate paper-making.
- Provide fish ladder information and/or video feed.

Recommended Location(s)

Immersion with PGE activities occur at a safe distance from the dam surface and the falls themselves using the explorer trails, Clarifier, the Hawley Powerhouse foundation, and Mill H Reject plant. Access to the dam when PGE activity is not taking place also allows interpretation to occur. While West Linn Paper is not physically accessible as part of the riverwalk at this time, its sounds, scents, and visual character are. These experiences occur throughout the site, but are most evident from the Pipe Chase, the west face of the Boiler Plant, and the west face of the Mill H Reject plant.

Bronx River
Yonkers, NY



Spokane River
Lower Falls, WA

Immersive Strategies

Viewing Working Riverfronts

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Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah

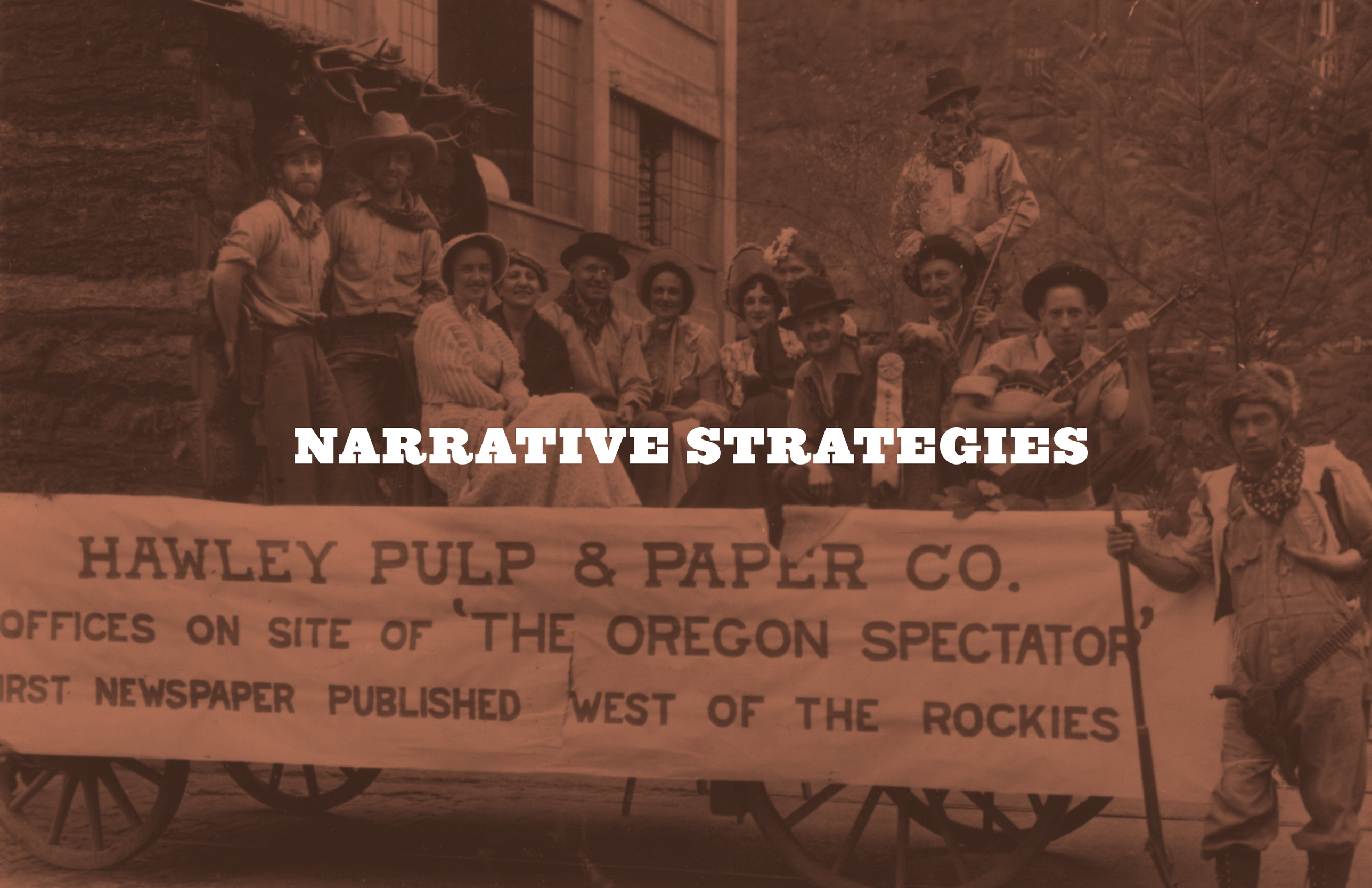
LEGEND

- Viewing opportunities
- On-site industrial operations
- Off-site industrial operations

AREAS

1. PGE Dam
2. West Linn Paper

NARRATIVE STRATEGIES



In this interpretive approach, content is narrated to the visitor, usually through language, whether it be spoken by a docent or guide, or conveyed through text, or explained on signage, maps or pamphlets.

The riverwalk is designed with multiple points of access, explorer trails, open spaces and a promenade. The design is intended to promote exploration and demonstrate a layered, non-linear site history. The placement of narrative content should support non-linear circulation so visitors may understand the history in no particular sequence.

How can we explain rich and varied histories, without encumbering the site?

Pg **Narrative Strategies**
30 Signage
32 Exhibits
34 Tours
36 Classes
37 Self-Guided Walking Tours
38 Visitor Record Keeping
39 Website

Blue Heron site, Oregon City, OR. *An explanation of the site's remaining sulphite sphere could be accomplished through narration using historic photographs for example.*

Narrative Strategies

Signage

Description

A comprehensive sign system including identity, wayfinding, interpretive and regulatory signs will establish a unified visual language for displaying information on the site. The sign family will define placement, typical messaging, form, scale, material, color, typography and graphic approach for a range of sign types.

Experiential graphics will create unexpected moments of discovery and intrigue through graphics and typography integrated into the landscape and architecture.

Framework Guidelines

- Locate signs to provide context for site artifacts and structures without obscuring or detracting from the context or views.
- Utilize durable, high quality materials to withstand exterior conditions, and anticipated high volumes of traffic and communicate the project permanency.
- Signage should follow interpretive, universal design and ADA best practices for type sizes, content level and amount.

Recommended Location(s)

Interpretive signage will be restricted to newly added riverwalk elements only. These elements include: explorer trails, guardrails and retaining walls, architectural elements such as kiosks and shelters, and building improvements. No existing surfaces should receive signage.

In addition, no signage should be located on the new or old structures associated with improvements to the Hawley Powerhouse foundation to enable the visitor to experience the rich and complex surroundings without interruption or distraction.

Experiential graphics: map of Willamette River interpretive paving
Vera Katz Eastbank Esplanade, Portland, OR

Weathering steel wayfinding signage
Pedra Tosca Park, Les Preses, Spain

Wayfinding signage
The Highline, New York, NY

Narrative Strategies

Signage

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Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah

LEGEND

- Explorer trails
- Riverwalk edge
- Entry point

Narrative Strategies

Exhibits

Description

Site orientation and an overview of the five take-home messages will be displayed in a small exhibit within the Visitor Center. The exhibit will be free and open to the public to access at their own pace without a guide. It will compliment the overall Visitor Center experience and support a sense of arrival.

Exhibit design and content will promote site exploration—providing context to visitors at the beginning, middle or end of their site exploration.

Framework Guidelines

- Provide 200–500 sf of permanent overview exhibits.
- Provide temporary space for changing content provided by partner organizations.
- Utilize durable, high quality materials to withstand high volumes of traffic and exterior conditions, and communicate the project permanency.
- Design exhibits to follow interpretive, universal design and ADA best practices for type sizes, content level and amount.
- Design exhibits to allow for flexible use of the Visitor Center.

Recommended Location(s)

Within the Mill O Visitor Center, a flexible space will provide basic information and rotating exhibits on focused history, culture, lore and other elements related to the Blue Heron site and the falls. Larger museums and more permanent gallery-like exhibits occur off-site in concert with regional partners such as the Clackamas County Historic Museum.

Photographic displays
Denver Botanic Gardens, Denver, CO

Artifact display
South SeaPort Museum of Tools, New York, NY

Hall of Biodiversity
Museum of Natural History, New York, NY

Narrative Strategies
Exhibits

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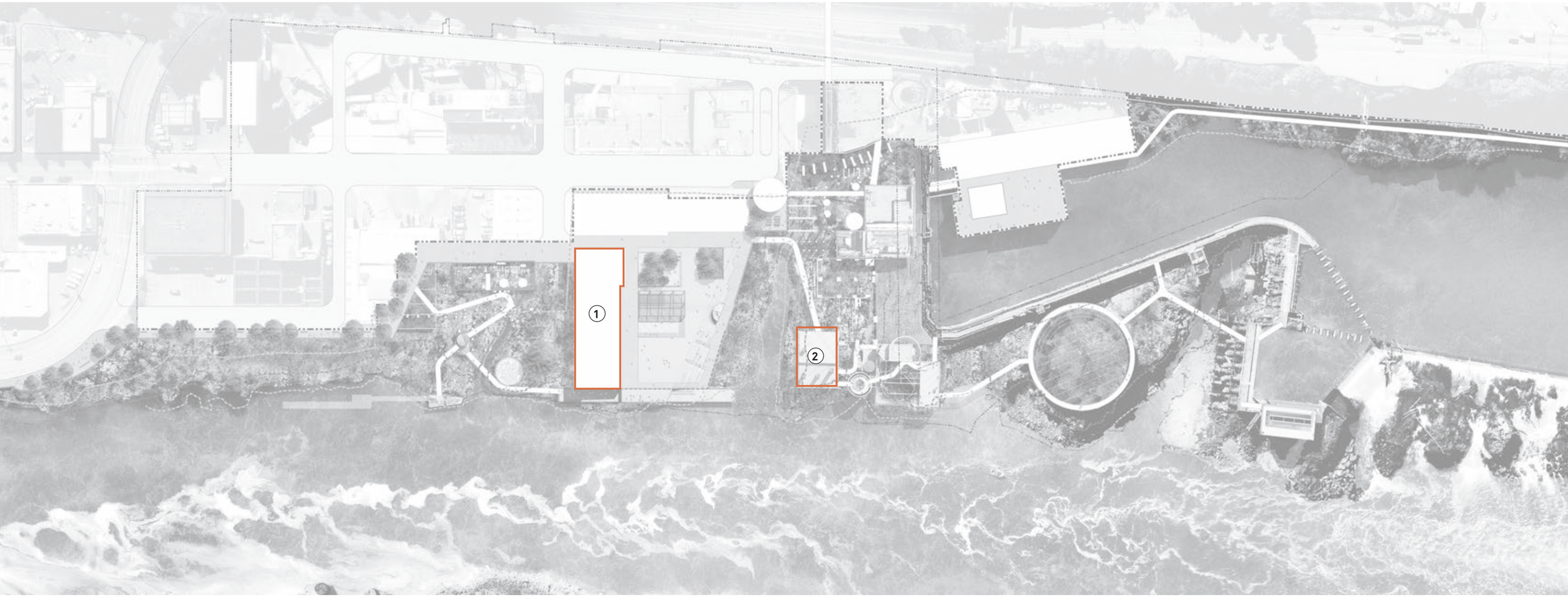

LEGEND

Recommended locations

AREAS

1 Mill O Visitor Center

2 Boiler Plant

Narrative Strategies

Tours

Description

The tradition of oral histories are ingrained in our heritage and many visitors seek a personal connection to the stories of the site. Tours will continue to be a key interpretive program. They offer flexibility over time; allowing for the route to evolve, topics to be added, and content to be tailored to the audience.

Throughout the design process, the project partners have trained staff and volunteers and organized tours. In the future, tours may also be offered by additional organizations such as Rediscover the Falls and for-profit entities. The project partners should maintain the right to approve the size, route and timing of the all tours on the site to consider the impact to others.

Framework Guidelines

- Assign staff to manage tours; establish a tour approval process, schedule, and support needs.
- Limit the quantity, size and tour routes to ensure adjacent visitor experiences are maintained.
- Ensure that tour routes not block pedestrian pathways and major viewpoints during peak hours.
- Tours may be on foot or boat.

Recommended Location(s)

Within the Mill O, the Visitor Center River Theater space is recommended as the starting and endpoint of site tours. Some of the tours may feature the underground spaces beneath the remaining industrial buildings or the Flour Mill. Otherwise, tour groups have the same access to the other publicly accessible areas of the site.

Confluence Project tour of Maya Lin's bird blind
Sandy River Delta, OR

Forbidden zone tour led by Richard Haag
Gas Works Park, Seattle, WA

First City Festival tour
Oregon City, OR

Kayak tour
Oregon City, OR

Narrative Strategies

Tours

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Area 4
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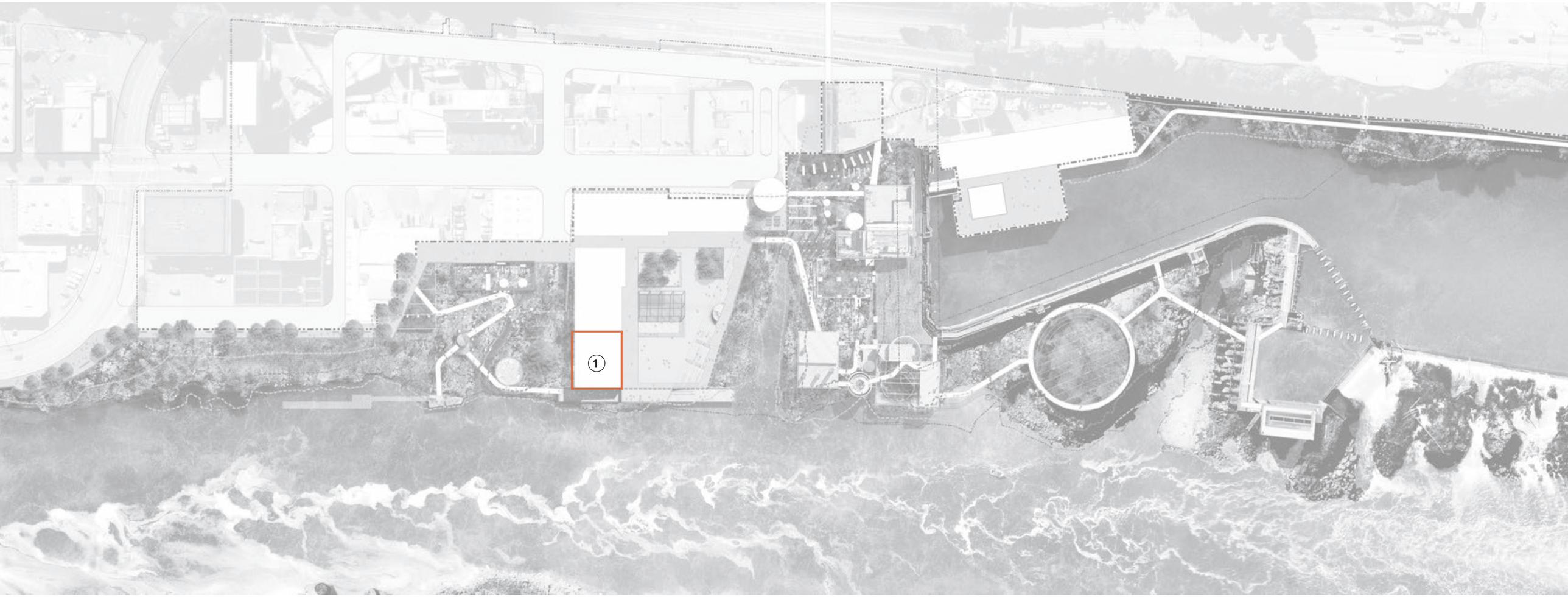


LEGEND

Recommended location for start and end point of tours

AREAS

1 Mill O River Theater

Narrative Strategies

Classes

Description

The interpretive opportunities on the Blue Heron site are plentiful. It is important to remember that not all stories can be told on the site. Even those told through signage and tours may only begin to touch on a wealth of ecological, cultural, and historical issues. Classes can explore specific topics in greater depth in a format catered to particular audiences. For example:

- Understand flour, wool, paper and wood material processing with hands-on activities.
- Explore social and cultural topics in-depth through lecture and discussion series.
- Support history and social-studies courses with site visits for school-age children.

Framework Guidelines

- Assign staff to manage classes; establish a class approval process, schedules, and support needs.
- Limit the quantity and size to ensure adjacent visitor experiences are not impacted.
- Offer both free and fee based classes.
- Partner with existing organizations and educational institutions to provide class content.
- Present classes on-site to enrich content.

Recommended Location(s)

Within the improvements to Mill O the Visitor Center River Theater space is intended as a gathering location for large lecture-style classes. A conditioned, flexible, interior space may be included to support smaller classes or workshops. It is recommended that redevelopment on upper stories of Mill O be used for uses related to site administration and/or education.

Archaeology class
Fort Vancouver, WA

High school art class
Olympic Sculpture Park, Seattle, WA

Botany class
Marys River Natural Area, Corvallis, OR

Narrative Strategies

Self-Guided Walking Tours

Description

Personal exploration of the site can be supported with a digital or physical guide including a site map, photos and narratives. Content should provide a general overview of the five take-home messages, orientation, and a deeper understanding of site narratives.

A walking tour provided by the project partners should include all five take-home messages. Other organizations may create walking tours on a focused topic; highlighting specific features. For example: a habitat restoration walking tour may be specifically designed for children to "find-and-seek" interesting objects throughout the site.

Framework Guidelines

- Reinforce the experiential aspects of the site and riverwalk design with graphic only material (physical prints or digital versions) and no self-led audio tours.
- Provide a download or app on the website which can be accessed on a hand-held device.
- Consider providing guides in multiple languages to support non-English speaking visitors.

Recommended Location(s)

It is recommended that this element exists digitally, and that a small selection of prints be available within the improvements to the Mill O Visitor Center for those not using smart phones.

Folding map
Witton Castle Country Park, Witton-le-Wear, UK

Phone app
Old Decatur Historic Walking Tour, Decatur, AL

Narrative Strategies

Visitor Record Keeping

Description

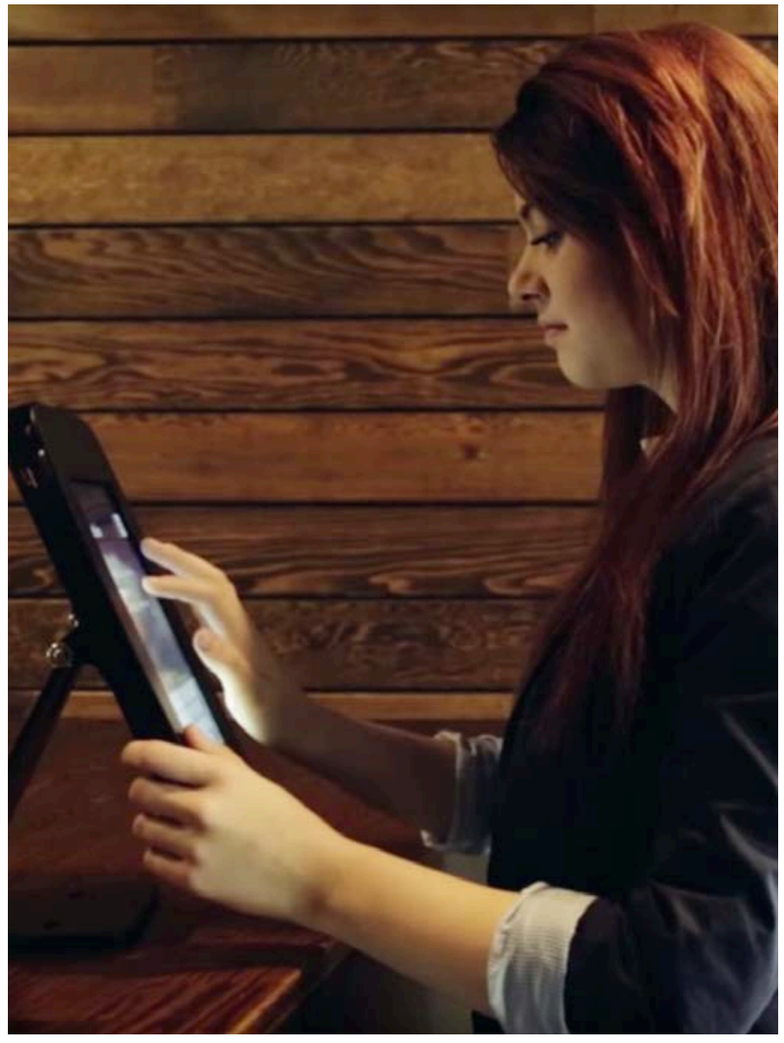
Throughout history of Willamette Falls, visitors have left their trace upon the site, through the stories they carried, the physical structures and artifacts constructed, and the lively activities they brought to the site. Riverwalk visitors will become part of the living site history by adding their observations, photos and comments to a logbook or time capsule. Plants blooming, river character, wildlife sightings, cultural events, and other experiences may all be documented by visitors. Overtime, trends emerge and visitors form a stronger connection to the site by intentionally recording observations. Likewise; a time capsule to be opening in 100 years may be buried on site for reference by future generations. The city can collect contents that provide(s) a snapshot of goals, design, culture, pictures, and other current events at the time of sealing the capsule during the project's first phase opening.

Framework Guidelines

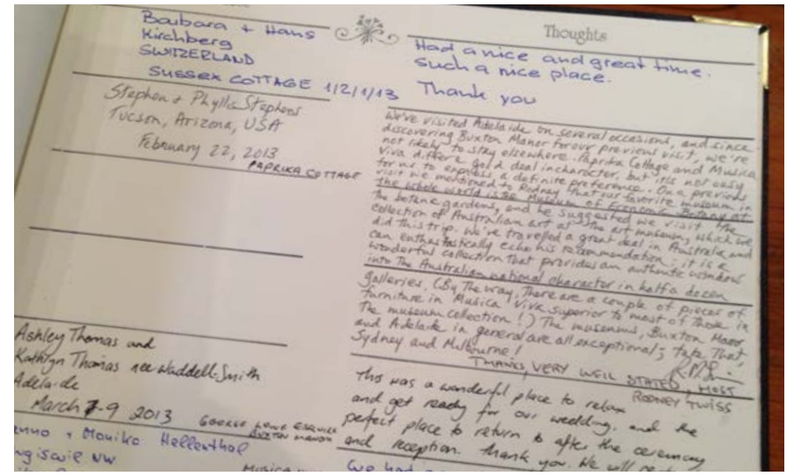
- Locate physical or digital logbook access in prominent central informational location within the project.
- Provide access to previous visitor entries for research or documentation of the site.
- Record consistent daily baseline observations – date, weather, temperature, fish migrations, and water level for instance.
- Collect an interesting variety of materials for inclusion in a water and airtight sealed container.

Recommended Location(s)

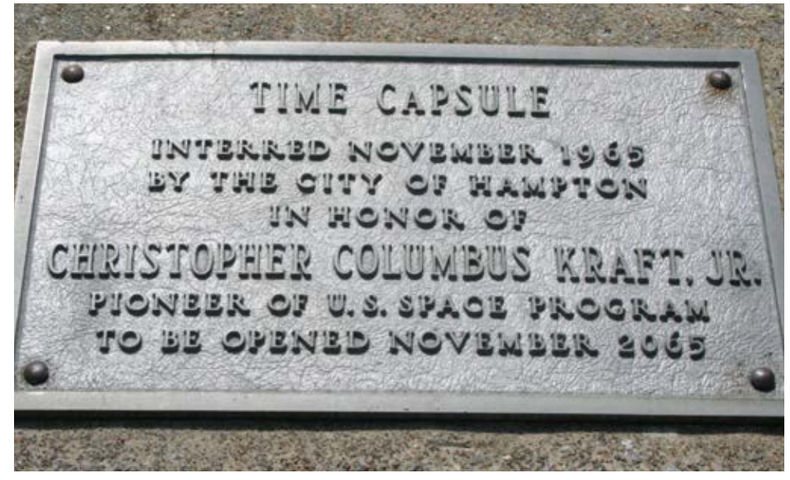
It is recommended that this element exists digitally, and that a tablet or monitor be included within the improvements to the Mill O Visitor Center for on-site access to the logbook. The time capsule can be located and marked in the Mill O foundation.



Digital tablet



Guestbook



Time capsule

Narrative Strategies

Website

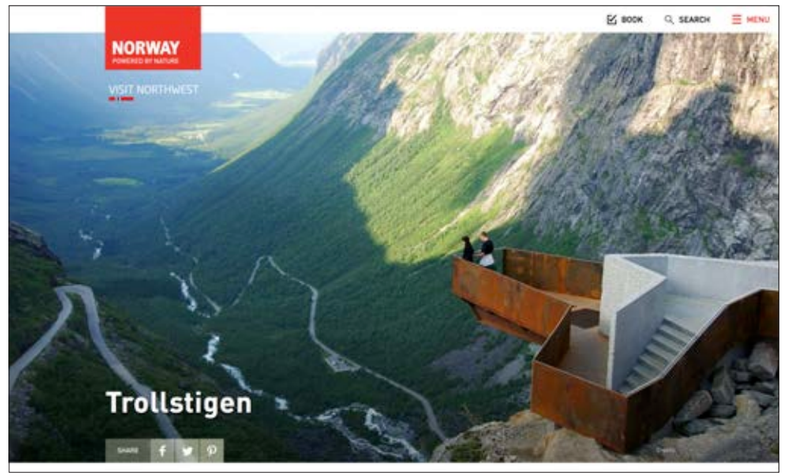
Description

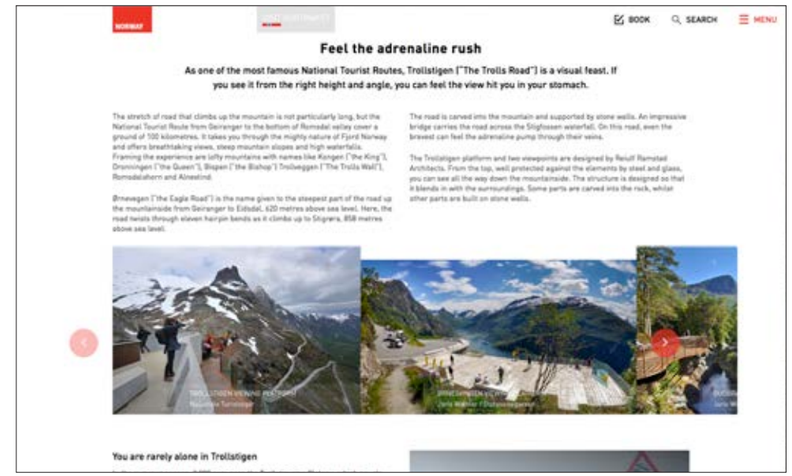
A website may be the first point of contact for a person planning to visit the Blue Heron site; especially if they are traveling. A well designed and branded website will tell visitors what to expect, how to plan and communicate the values of the project.

Content may include an interpretive overview of the five take-home messages, site map, amenity information such as seasonal expectations, parking, restrooms, and food; project history, phasing and contact information. In the future, the website may include both public and development information for a seamless visitor experience.

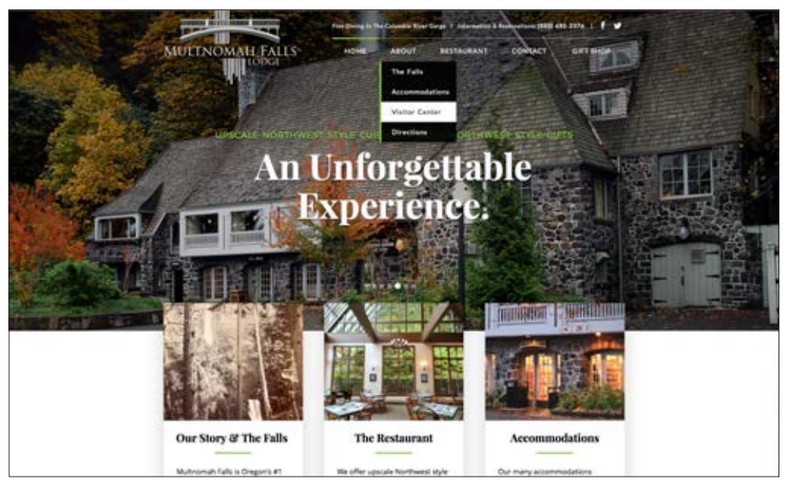
Framework Guidelines

- Provide an opportunity for the visitor to plan their visit by accessing information online.
- Use nomenclature consistent with language found on site wayfinding.
- Explore social media or crowd-sourcing content where visitors can add their observations, photos and comments to create a sense of community on the website.
- Build upon Rediscover the Falls website to maintain continuity and build upon previous efforts.

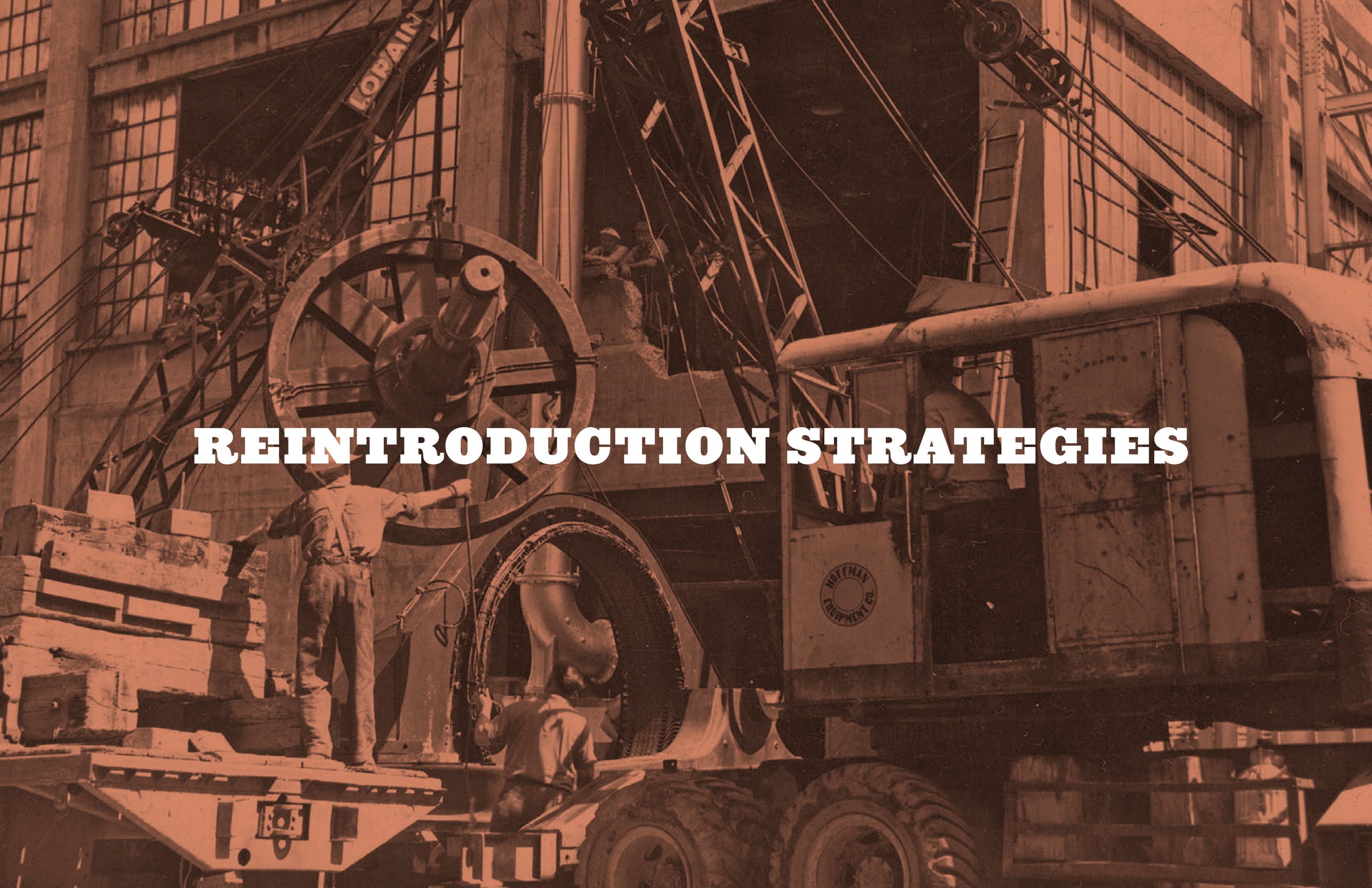




Visit Norway: Trollstigen
www.visitnorway.com/places-to-go/fjord-norway/northwest/activities-and-attractions/trollstigen



Multnomah Falls
www.multnomahfallslodge.com



REINTRODUCTION STRATEGIES

Lost memories and forgotten histories are reintroduced with careful placement of meaningful objects or materials. An object may be placed back into space in its original form to provide an experience not accessible or visible in the present. Materials may also be reinterpreted to convey complex social topics that have been forgotten or ignored.

What lost histories might we reintroduce to the site?

Pg **Reintroduction Strategies**

42 Restoring Lost Habitat

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48 Reclaiming Site Vitality & Commerce

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52 Rediscovering Material Processing

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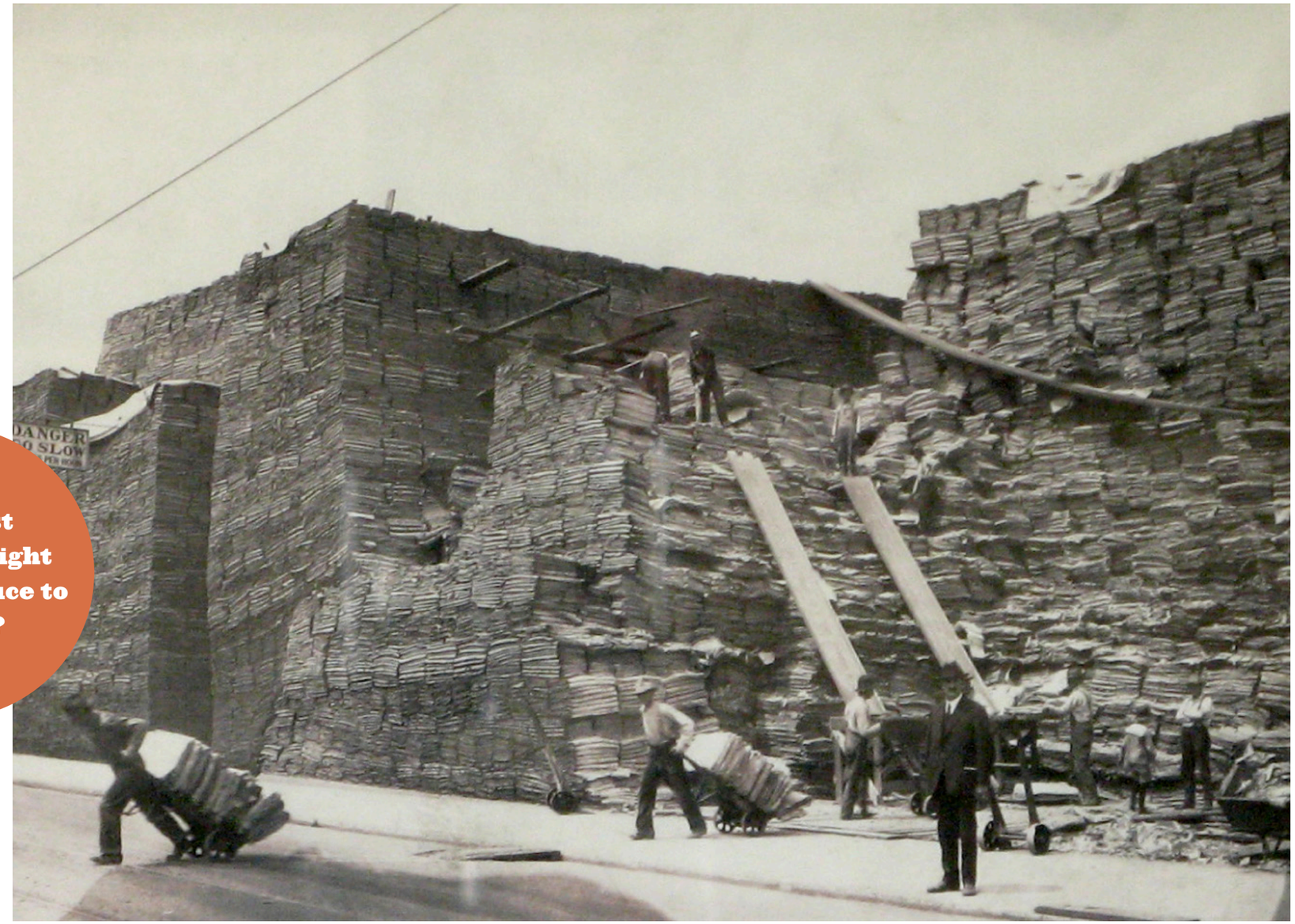


Blue Heron site, Oregon City, OR. *Large scale material processing, such as wood, wool, and electricity, are possibilities for this approach since their presence is no longer felt on site.*

Reintroduction Strategies

Restoring Lost Habitat

Description

For most of its history, the site remained uninhabited with basalt and river-related plant communities defining its character. Native American uses varied in accordance with the seasons and flux of river conditions and wildlife passage. Overtime, European settlement and industrialization increasingly defined the site's use so that today, it's quite challenging for a visitor to understand that the falls, basalt, and habitat once extended much further north beyond where the PGE Dam is currently located. By selectively removing platform and fill, significant portions of historic basalt and alcoves will be reintroduced to the site. Likewise, restoration efforts in these uncovered areas, will recover plant communities that once existed on the site. These efforts, focused on habitat, will also retain vestiges of the industrial character of the site, balancing habitat-related goals with industrial ruins-inspired evidence of the transformations that have taken place on the site.

Framework Guidelines

- Apply a science-driven approach to restoration that identifies a selection of target plant communities and locations on the site for reintroduction.
- Restore plant communities in a way that is compatible with selectively retained site artifacts and structures. It is envisioned that the habitat areas are a blend of healthy functioning ecosystems, and memories of the constructed site.
- Restore habitat in coordination with explorer trails and viewpoints to allow for an appropriate degree of public access and habitat integrity (no direct access to minimize disturbance), but also allows for public education and natural history interpretation.

Recommended Location(s)

Reintroduction of historic habitat is recommended to occur through large portions of the project site, with major focus points being within the Flour Mill, the Alcove, the Clarifier, and Canemah areas of the site.

Basalt habitat and riparian forest
Willamette Narrows, OR

Reintroduced habitat at former quarry
Palmisano Park, Chicago, IL

Reclaimed shallow fish habitat
Olympic Sculpture Park, Seattle, WA

Reintroduction Strategies

Restoring Lost Habitat

Note: It is anticipated that interpretive strategies for the Mill E and Main Street areas in this document will be updated when resolution of the easement and development options are achieved.

Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah

LEGEND

- Areas
- Alcove

AREAS

1. Flour Mill and North Riverfront
2. Public Yard and Mill Reserve
3. Clarifier
4. Canemah

N

0' 50' 100' 200'

Reintroduction Strategies

Projecting Removed Structures

Description

Due to industrial innovation, fires, and flooding, structures on the site have undergone many cycles of removal, replacement, and revision. Today, the site embodies a snapshot of an ongoing history of construction and reinvention. While new redevelopment will introduce structures and massing in line with interpretive goals, there are opportunities to reintroduce the character of lost structures using projections, whether they be lighting related installations or virtual reality in nature. Projections establish a light touch, minimal investment, and are temporal in character (such as lighting solutions that only occur nightly or during specific special events). Lighting will be in keeping with best practices for migration of fish, lamprey and other environmental considerations.

Framework Guidelines

- Deploy lighting-related interpretation as either permanent and occur nightly as part of lighting design, or be temporary in association with events or commissioned art.
- Use lighting-related projections that are well-suited for both exterior and interior consideration. If included permanently, they should be developed in coordination with future riverwalk design efforts.
- Use virtual reality-related projections that are well-suited for either interior or exterior conditions, and do not require coordination with riverwalk design. These efforts may come at later dates and fall outside the current riverwalk design process.
- Apply restraint to use of digital technology such as VR so as not to detract from the immersive and experiential qualities of the design or interfere with other users or wildlife. The boundaries of VR should be highly constrained—in specific locations and/or for only periodic moments.

Recommended Location(s)

Projected history as either virtual reality or lighting installation is recommended to occur in areas of the site that have undergone significant and multiple transformations over time, and where major historic structures no longer exist. This is recommended to occur at the Flour Mill, Woolen Mill, Paper Machine I/Hawley Building, and PGE Station A locations.

Electric light fixtures defining space at Dia:Beacon
Beacon, NY

Installation creating architectural volumes out of light at Mattress Factory
Pittsburgh, PA

Ceiling and full room projections at Le Domus Romane di Palazzo Valentini
Rome, Italy

Reintroduction Strategies

Projecting Removed Structures

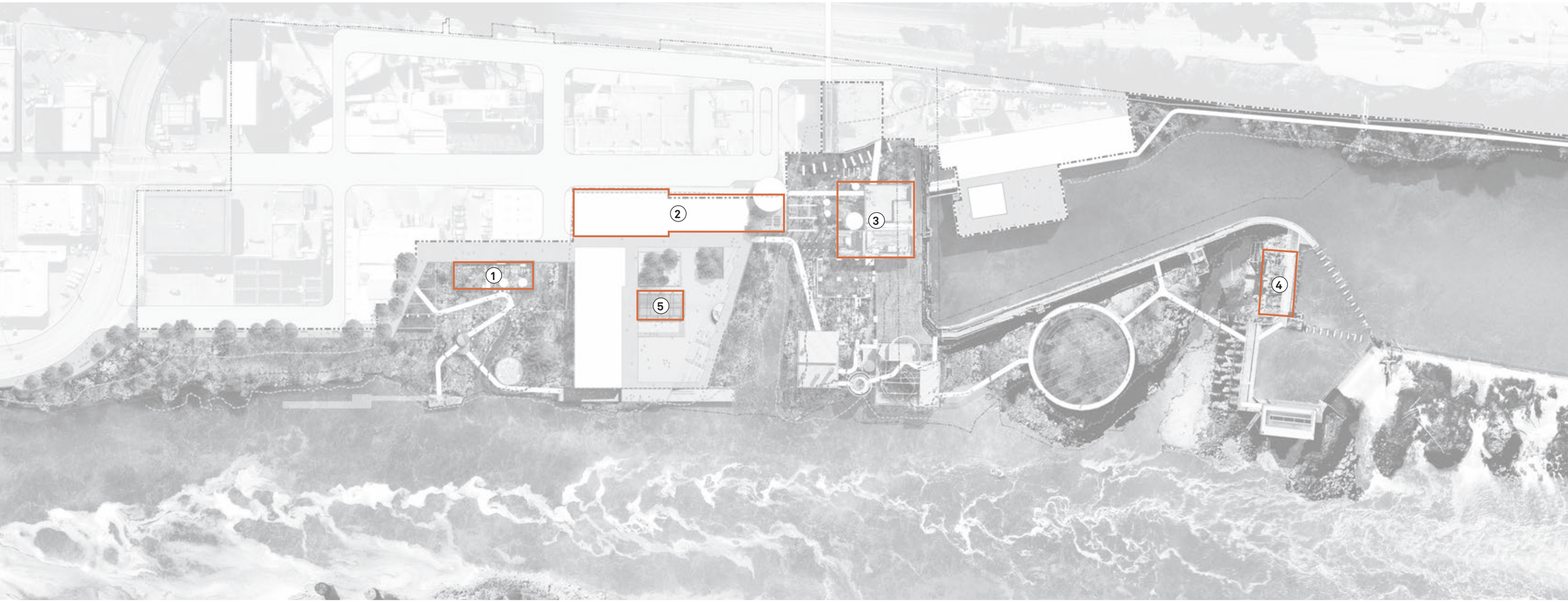
Note: It is anticipated that interpretive strategies for the Mill E and Main Street areas in this document will be updated when resolution of the easement and development options are achieved.

Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah



LEGEND

Recommended areas

AREAS

1. Flour Mill foundation
2. Woolen Mill foundation
3. Hawley Building and No. 1 Paper Machine
4. PGE Station A
5. Carpentry Shop

N

0' 50' 100' 200'

Reintroduction Strategies

Re-Enacting Histories

Description

The public engagement process for the riverwalk revealed interest in re-enactments or period-focused interpretation. It is recommended that these interests are considered for temporary event use as part of the riverwalk and redevelopment of the site, and that they are not permanent in nature, nor too frequent, as to distract from contemporary life of riverwalk and site.

Framework Guidelines

- Treat period type re-enactments like other temporary events, and manage them as part of the programming and operations of the site.
- Ensure that while these types of activities may add complexity and richness to the site, they should also not encumber the key use and core values goals during their use of the site.

Recommended Location(s)

Period festivals should focus on the flexible use spaces provided by the Public Yard and Mill O.

- Main Street
- Public Yard
- Mill O
- River

Native American prayer flags
Devil's Tower, WY

Volunteers demonstrate historic dances from the 1840s
Fort Vancouver, Vancouver, WA

Reintroduction Strategies

Re-Enacting Histories

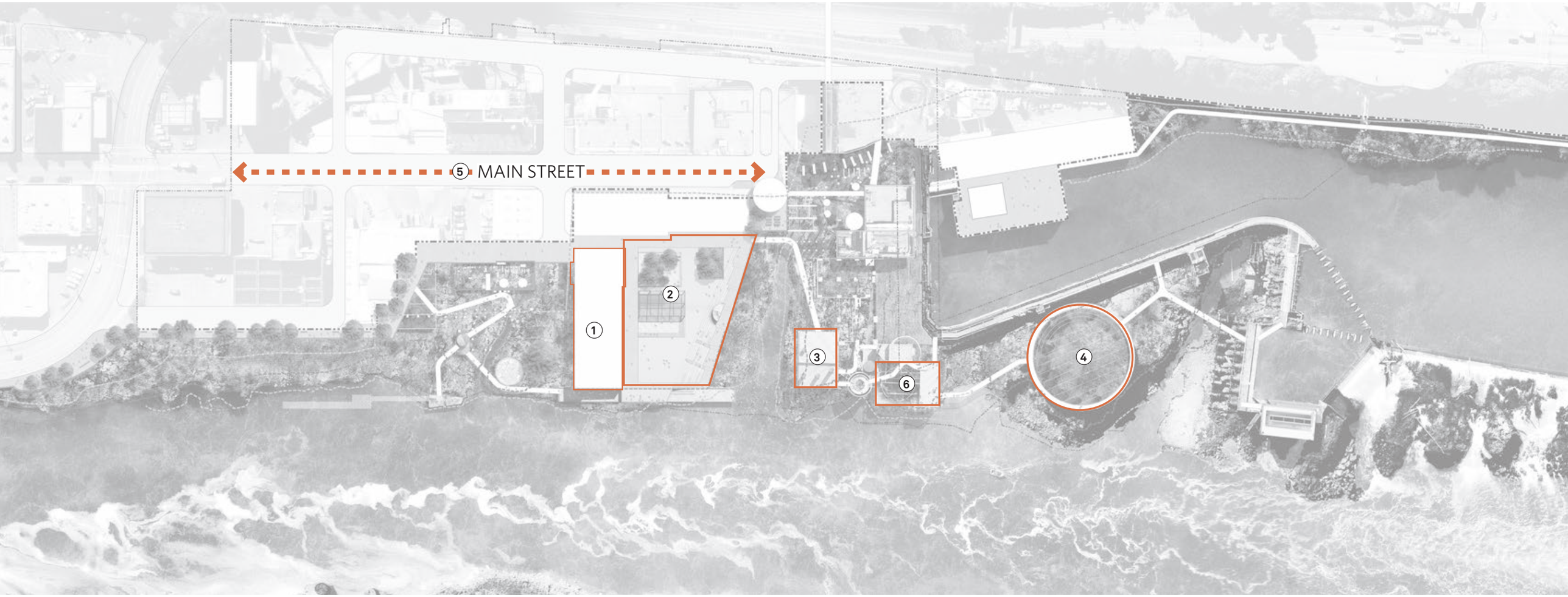
Note: It is anticipated that interpretive strategies for the Mill E and Main Street areas in this document will be updated when resolution of the easement and development options are achieved.

Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah



LEGEND

Recommended areas and locations for period festivals

AREAS

1. Mill O Visitor Center
2. Public Yard
3. Boiler Plant
4. Clarifier
5. Main Street
6. Mill H

0' 50' 100' 200'

Reintroduction Strategies

Reclaiming Site Vitality & Commerce

Description

Culturally speaking, the site has drawn lively uses for thousands of years. The riverwalk and corresponding redevelopment open a new chapter of the site beyond decades of industrial use. Now the riverwalk has opportunity to reintroduce commerce and life that accompany use. When considering the uses of the riverwalk and redevelopment, care should be taken that uses are complementary to the riverwalk vision, and that, when possible, redevelopment is designed so that activity is an obvious component of the site. The project relies upon redevelopment and the riverwalk to fill the site with a contemporary version of the sights, sounds, smells, and energy that have defined the busy site over time. Care should be taken when selecting uses, and designing new redevelopment to encourage that the character of the use does not become buried behind closed doors, and that the public areas, surfaces, rooftops, and rights-of-ways, be considered as extensions of interior redevelopment spaces and uses.

Framework Guidelines

- To be determined in the future with Oregon City and potential developers.

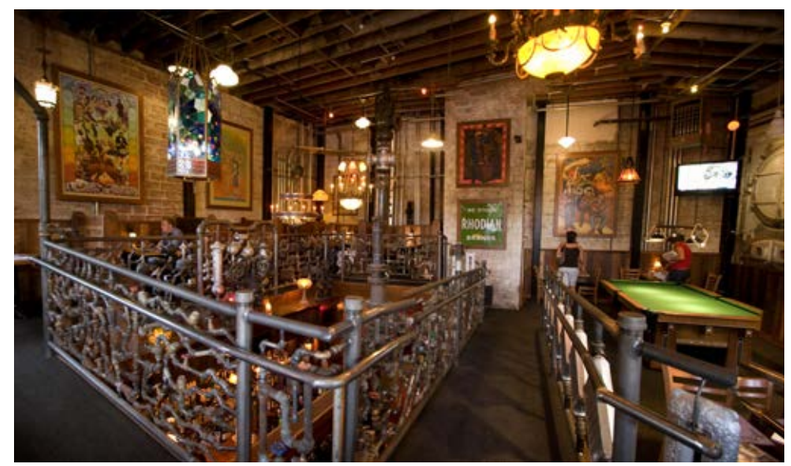
Recommended Location(s)

Recommended to occur as part of the redevelopment areas of the site. Within the boundaries of the riverwalk redevelopment areas fall upon the Flour Mill foundation, Mill O, the Woolen Mill, and potentially the complex of structures at the terminus of Main Street; Digesters and Sulphite Plant, Hawley and Paper Machine I, and Mill E. In addition, tribal board engagement will provide further understanding of the five confederated tribes' priorities in using and accessing the site.

Buoy Beer Company
Astoria, OR

St. Anne Warehouse Theatre
Brooklyn, NY

Westergasfabriek Market Hall
Amsterdam, NL



McMenamins Kennedy School
Portland, OR

Reintroduction Strategies

Reclaiming Site Vitality & Commerce

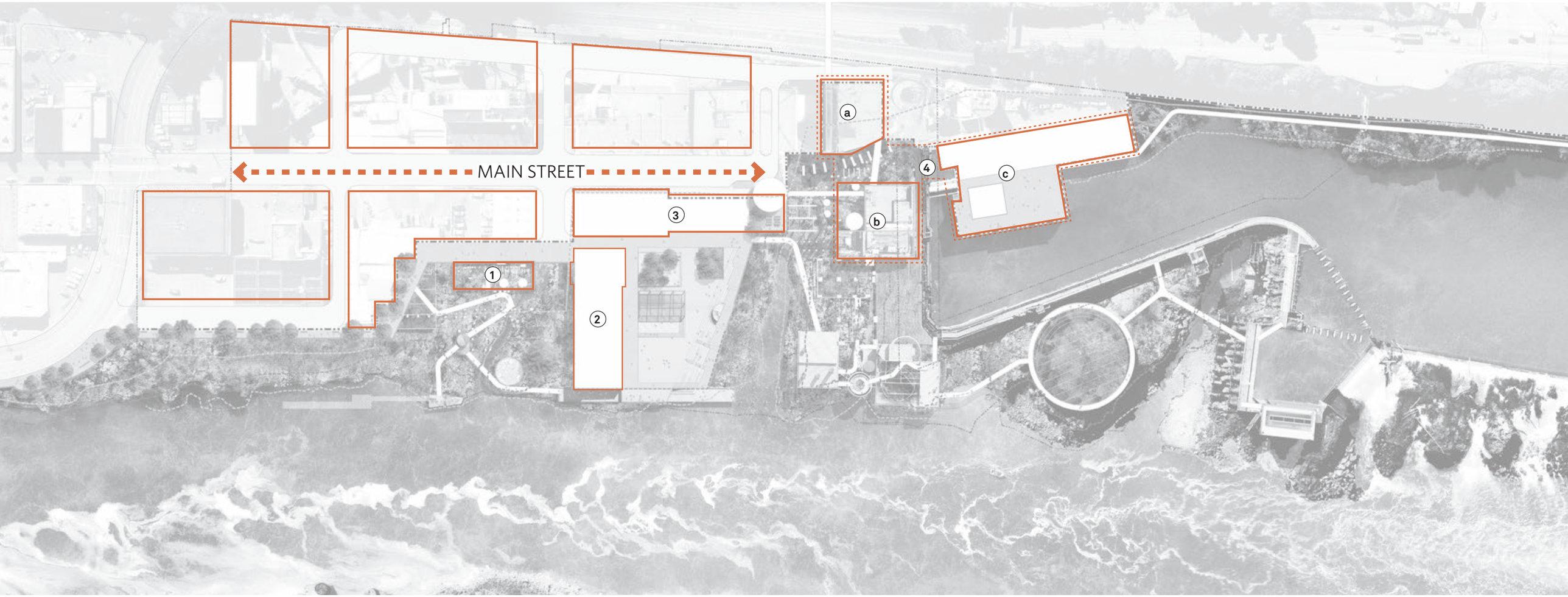
Note: It is anticipated that interpretive strategies for the Mill E and Main Street areas in this document will be updated when resolution of the easement and development options are achieved.

Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah



LEGEND

Redevelopment areas

AREAS

1. Flour Mill foundation
2. Mill O
3. Woolen Mill foundation

POTENTIAL

4. Main Street terminus redevelopment complex
   - a. Digester and Sulphite Plant
   - b. Hawley and No. 1 Paper Machine
   - c. Mill E

N

0' 50' 100' 200'

Reintroduction Strategies

Rebuilding Main Street Massing & Character

Description

Over time, the former character of Main Street has largely drifted away from its original mix of residences, commercial businesses and industry. The only significant remnant of that era is the street grid itself which was largely retained as the site underwent increasing industrialization. Balancing the interpretive themes of industry and settlement will require that the redevelopment of the site balance the existing industrial scale and reintroduce Main Street character through the addition of building massing and a clear street enclosure. Even the streetscape character should be designed as unique to the Blue Heron property's industrial character rather than a city standard. While large portions of the riverwalk area seeks to reintroduce historic geological and ecological character to the site, Main Street requires the addition of building massing to recover the historic scale that once occurred on the site prior to the industrial era. Reintroduced massing of new redevelopment should have a clear relationship to retained structures and appropriate scale.

Framework Guidelines

- Use existing structures to establish a clear distinction between old and new and set the framework for redevelopment. Distinctions should use shadow gaps, trim pieces, materials changes, and other design strategies to clearly demarcate old and new.
- Ensure that the new development be historical in scale, but not in character. Redevelopment is 'of today' and read as yet another layer placed upon the many existing layers of the site.
- Provide experiences of new development among the existing preserved structures, highlighting history as part of the redevelopment.

Corso building
Karlin District, Prague

192 Shorehon St.
Waterport, NY

Recommended Location(s)

Mixed-use development is recommended to occur as part of the redevelopment areas of the site. Within the boundaries of the riverwalk, redevelopment areas fall upon the Flour Mill foundation, Mill O, the Woolen Mill, and potentially the complex of structures at the terminus of Main Street—Digesters and Sulphite Plant, Hawley and Paper Machine I, and Mill E.

Reintroduction Strategies

Rebuilding Main Street Massing & Character

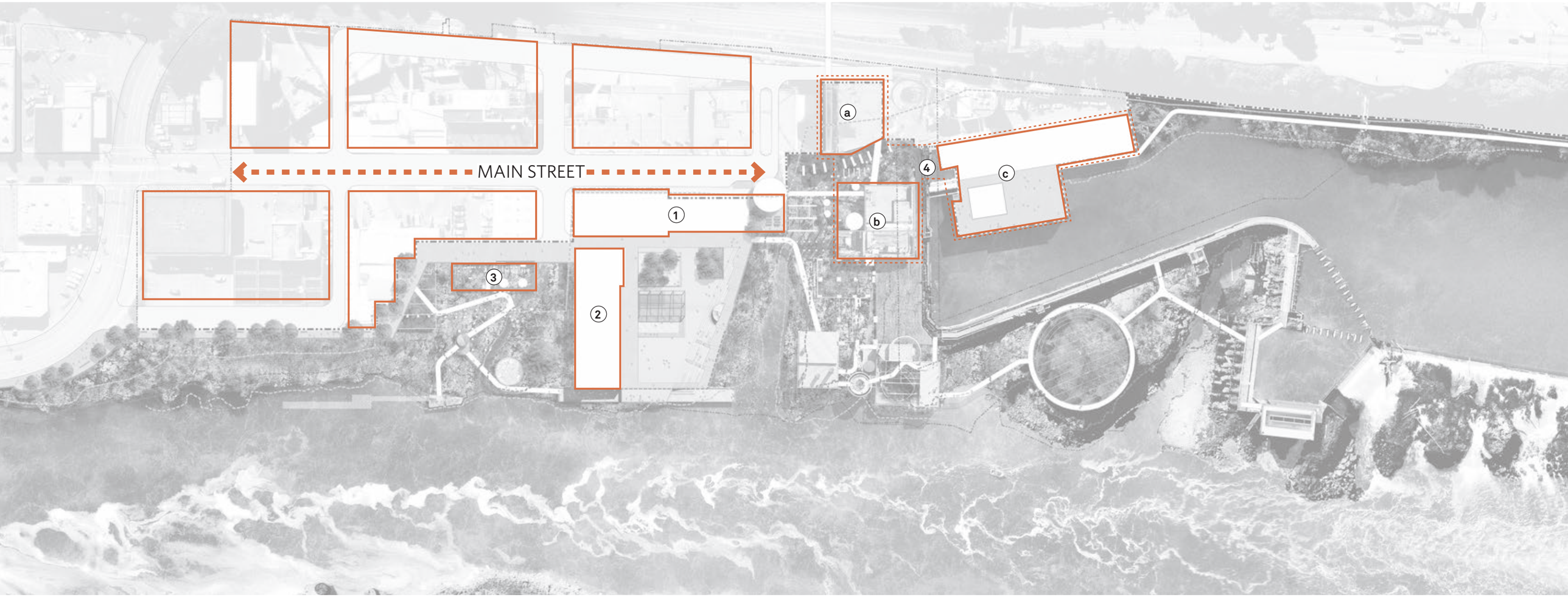
Note: It is anticipated that interpretive strategies for the Mill E and Main Street areas in this document will be updated when resolution of the easement and development options are achieved.

Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah



LEGEND

Redevelopment areas

AREAS

1. Woolen Mill foundation
2. Mill O
3. Flour Mill

POTENTIAL

4. Main St. Terminus Redevelopment Complex
   - a. Digester and Sulphite Plant
   - b. Hawley and No. 1 Paper Machine
   - c. Mill E

N

0' 50' 100' 200'

Reintroduction Strategies

Rediscovering Material Processing

Description

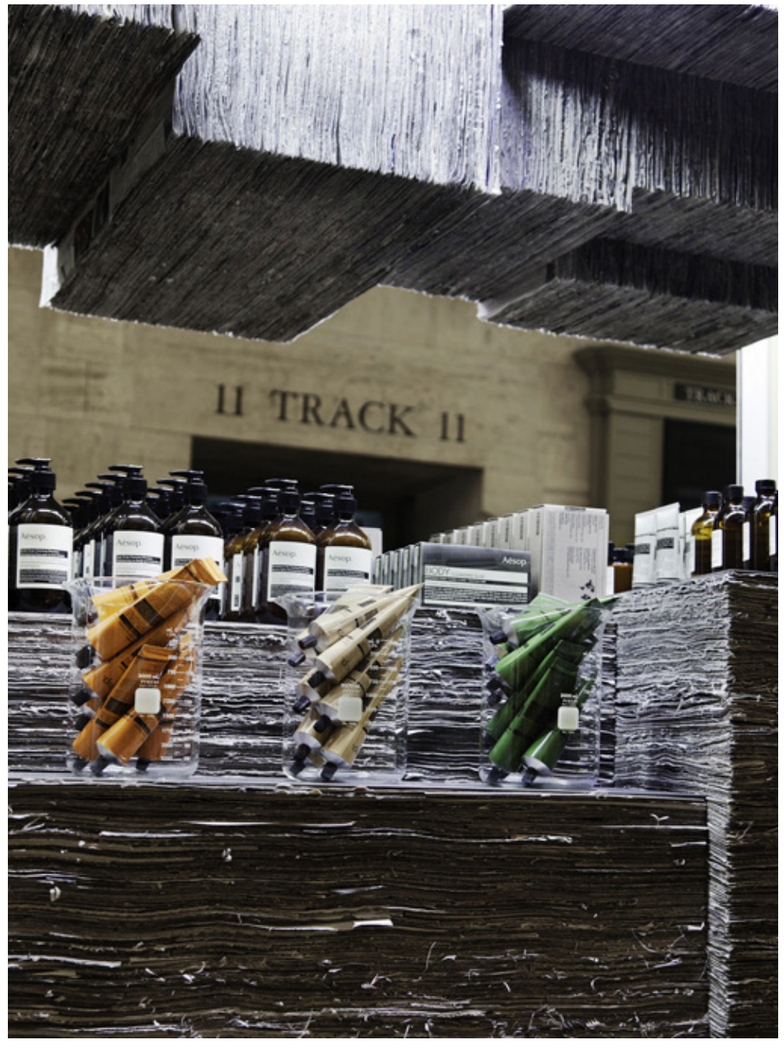
The design of newly introduced elements to the site should engage with the site's rich history to reintroduce materials, patterns, and colors that were once present. In this way, contemporary additions may consider drawing from the paper-making, woolens, transportation modes such as rail, transmission of electricity, and other lost manufacturing for material decisions on new structures and elements on site.

Framework Guidelines

- Provide incentive for redevelopment to highlight or repurpose historic materials as part of design of new structures.
- Consider novel uses of materials that tie to history of site in riverwalk kiosks and other structures.
- Provide support to developers and business to the naming of historic uses not evident on site.

Recommended Location(s)

Recommended to occur as part of any new addition to the site, both riverwalk elements such as kiosks and additions to structures; but also new construction related to redevelopment.



Reuse of newspaper print
Aesop store at Grand Central Station, New York City, NY

Motif hinting at history of business in natural, plant-based products
Ricola storage building, Laufen, Switzerland

Pendleton tribute blanket

Reintroduction Strategies

Rediscovering Material Processing

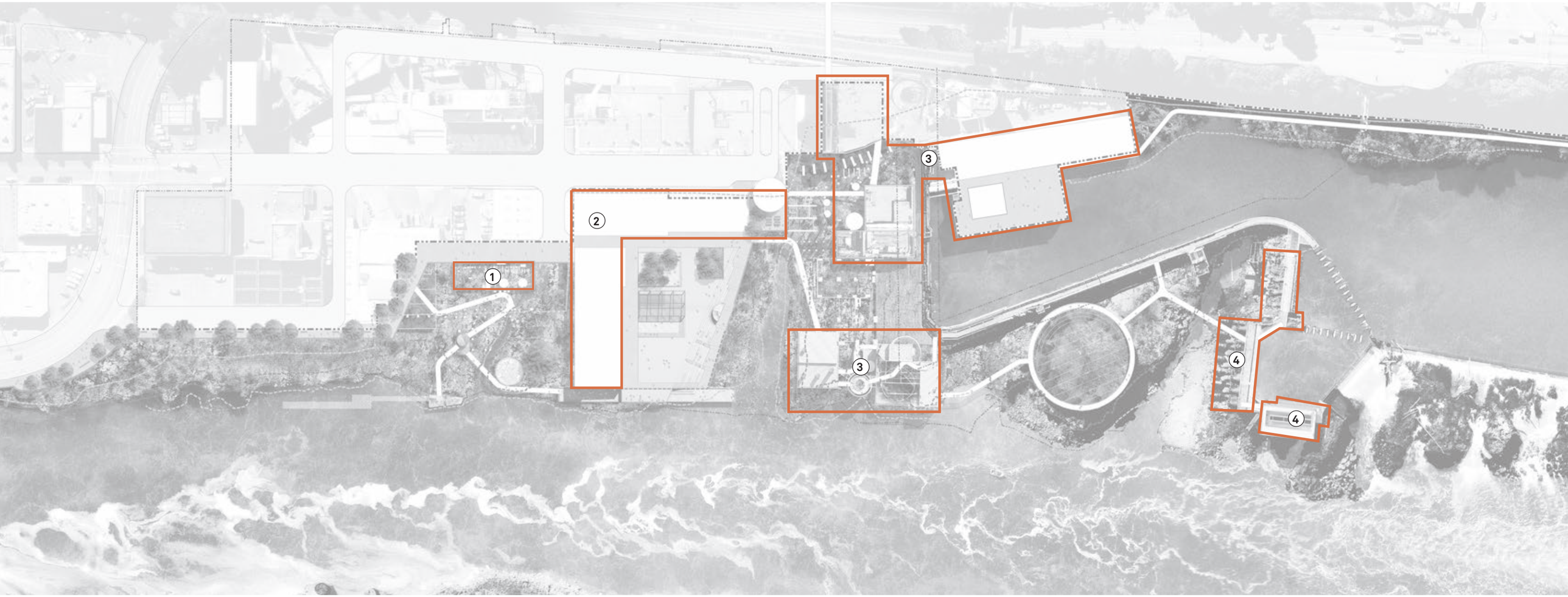
Note: It is anticipated that interpretive strategies for the Mill E and Main Street areas in this document will be updated when resolution of the easement and development options are achieved.

Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah



LEGEND

Material history area

MATERIAL AREAS

1. Flour
2. Wool
3. Paper
4. Electricity

0' 50' 100' 200'

Reintroduction Strategies

Commissioned Site Specific Public Art

Description

Public art, if well-curated, can be used to add interpretive depth to the some of the more challenging histories that the site holds. A biannual commission of site-specific public art is recommended to be included as a focal point in one of the selected areas identified below. When commissioning work, the artists should be asked to engage with both the character and quality of a specific site as well as with the site's history.

Framework Guidelines

- Consider commissioned works that are temporary in nature. A minimum of six months to a maximum of one year is recommended for works of art to be commissioned.
- Commissioned works that are site-specific in nature; that is their creation is done with a location in mind.
- Focus works on an element of site history; they are encouraged to take on a challenging or less well documented histories that adds content and meaning to the site experience beyond what is observable or obvious, or otherwise covered by the interpretive strategies documented here.
- Set up a public art review committee to ensure that the location, content, and materials are consistent with the four core vales.

Recommended Location(s)

Recommended to periodically occur in the following locations within the proposed riverwalk areas: the Yard, Fuel Tank foundation, the Mill H Reject Plant, the Clarifier, Mill O Interior, the Boilers, and Intake Basin {check title case}. Also, may be considered for interim use areas of the site. No public art is to be located on the PGE dam or the Hawley Powerhouse foundation.

A Subtlety, Kara Walker
Domino Sugar Factory, Brooklyn, NY, 2014.

Waterline, Justin Cooper Studio
South SeaPort Museum, New York, NY

Tree, Ai Weiwei
Royal Academy of Arts, London, 2015.

Stools, Ai Weiwei
Evidence, Martin-Gropius-Bau Exhibition Hall, Berlin, 2014

Reintroduction Strategies

Commissioned Site Specific Public Art

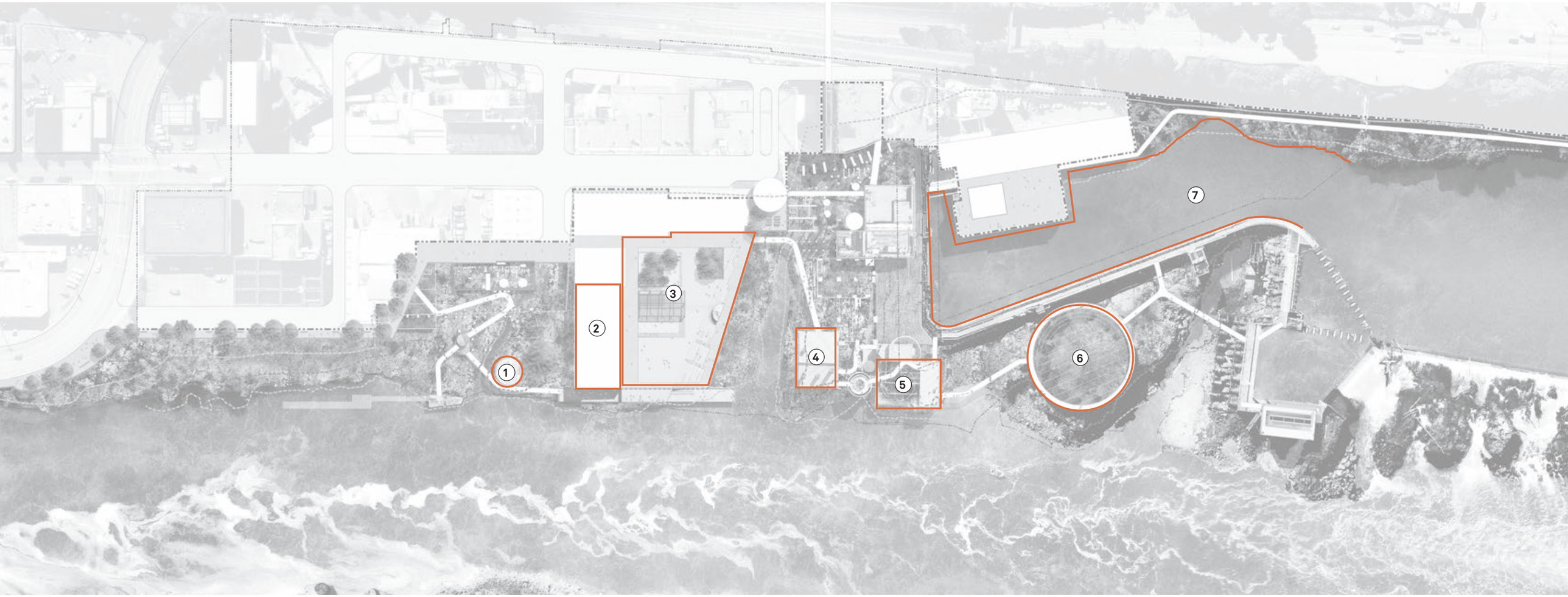
Note: It is anticipated that interpretive strategies for the Mill E and Main Street areas in this document will be updated when resolution of the easement and development options are achieved.

Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah



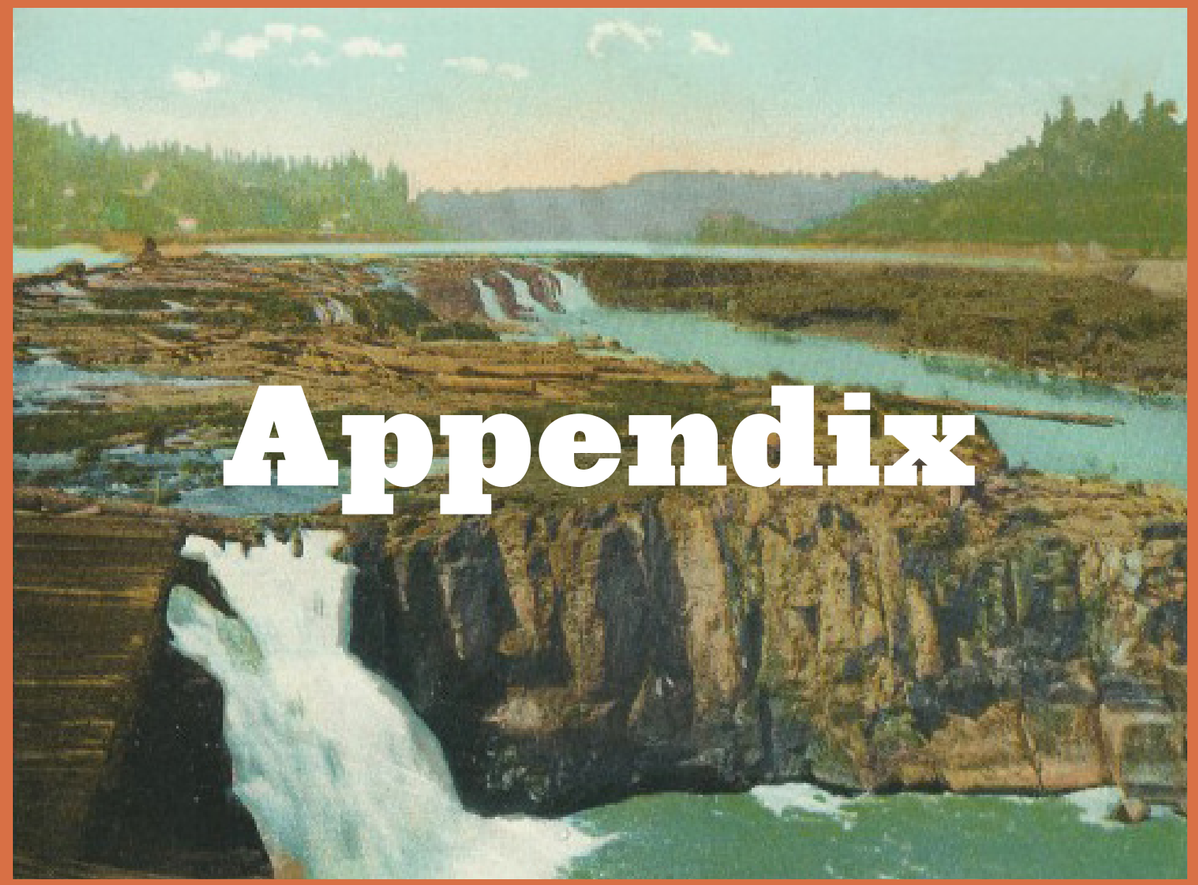
LEGEND

Recommended areas and locations

MATERIAL AREAS

1. Fuel Tank foundation
2. Mill O
3. Public Yard
4. Boiler Plant
5. Mill H Reject Plant
6. Clarifier
7. Intake Basin

0' 50' 100' 200'



Appendix

Acknowledgments

Project Partners
City of Oregon City
Clackamas County
Metro
State of Oregon

Project Client Team
City of Oregon City
Clackamas County
Metro
State of Oregon
Falls Legacy, LLC
PGE

Consultant Team
Design Collective:
Snøhetta
Mayer/Reed, Inc.
DIALOG

JLA Public Involvement
KPFF Engineers
Flowing Solutions
DKS Associates
NW Geotech
DCW Cost Management

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800 NE Grand Avenue
Portland, OR 97232 USA
www.oregonmetro.gov

Snøhetta
80 Pine Street, 10th Floor
New York, NY 10005 USA
www.snohetta.com

Mayer/Reed, Inc.
319 SW Washington Street, Suite 820
Portland, Oregon 97204
www.mayerreed.com

DIALOG
406, 611 Alexander Street
Vancouver, BC V6A 1E1
www.dialogdesign.ca

Visitor Center
Approaches/Principles

Framework Guidelines

The following guidelines were established for the inclusion of a Visitor Center on the riverwalk design:

- Promote activation of the centrally located public space with a visitor amenity hub including information, food, restrooms and gathering space.
- Provide an overview of site specific interpretation.
- Support and complement established off-site interpretive institutions (McLoughlin House, Museum of the Oregon Territory, etc.).
- Promote site exploration; visitors may start or end here or stop mid-visit.
- Reuse an existing structure in part or whole.
- The design should allow for phased implementation.

Phased Implementation Options	OPTION 1 - KIOSK	OPTION 2 - SHELTER	OPTION 3 - VISITOR CENTER
Cost to visitor	Free	Free	Free
Structure	Freestanding kiosk	Open air shelter	Building
Visitor information opportunities	Permanent exterior Graphic panels	Permanent exterior Graphic panels	Permanent exterior graphic panels Interior graphic displays Brochure displays
Staff	Customer service - none Maintenance - minor	Customer service - none Maintenance - minor	Customer service - minor Maintenance/janitorial - medium
Operations	Agency, non-profit	Agency, non-profit	Agency, non-profit
Gathering space	Open space	Open-air structure with roof	Interior - informal gathering space
Amenities	None	Seating / tables	Seating / tables Restrooms

Visitor Center

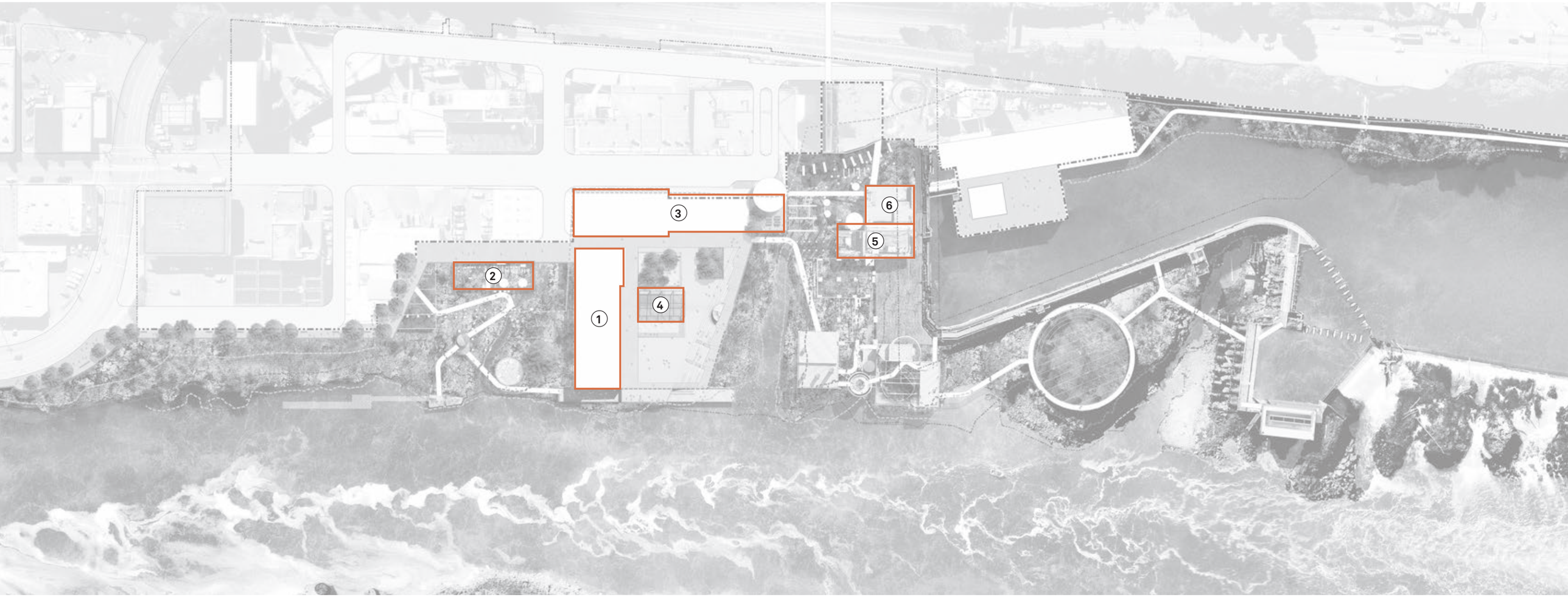
Considered Locations

Area 1
North Riverfront

Area 2
South Riverfront

Area 3
PGE Dam and Mill E

Area 4
Canemah



LEGEND

Considered areas and locations

PREFERRED LOCATION

1 Mill O

CONSIDERED LOCATIONS

2 Flour Mill foundation
3 Woolen Mill foundation
4 Carpentry Shop
5 Paper Machine 1
6 Hawley building

N

0' 50' 100' 200'

Interpretive Centers

Pacific Northwest Regional Examples

CONFLUENCE PROJECT: BIRD BLIND
Sandy River Delta Park, Troutdale, OR

Designer
Maya Lin

Area
Centre: 300–600 sf (gross)
Site: n/a

Year
opened 2006–2016

Program
Trail, interpretive signage

Operations
USDA Forest Service (confluence trail)
Confluence Project (bird blind)

Admission
Free

http://www.confluenceproject.org/

CATHLAPOTLE PLANKHOUSE
Ridgefield National Wildlife Refuge, Ridgefield, WA

Area
Centre: 2,886 sf (gross)
Site: n/a

Year
opened 2005

Program
Educational and event space

Partnership with the Chinook Indian Nation, Portland State University, The U.S. Fish & Wildlife Service

Operations
Friends of the Ridgefield
National Wildlife Refuge

Admission
Refuge day use fee includes plankhouse
Seasonal / weekends / events

https://ridgefieldfriends.org/plankhouse/

MULTNOMAH FALLS HISTORIC LODGE
Columbia River Gorge, OR

Area
Centre: 3,000 sf approx. (gross)
Site: n/a

Year
1925

Program
Information desk, gift shop, restrooms, small permanent exhibits, restaurant

Operations
USDA Forest Service (recreation area & visitor center)
Concessionaire (lodge)

Admission
Free

http://www.multnomahfallslodge.com/

http://www.fs.usda.gov/recarea/crgnsa/recreation/picnickinginfo/recarea/?recid=30026&actid=70

Interpretive Centers

National and International Examples

POMBAL CASTLE'S VISITOR CENTRE
Pombal, Portugal

Architect
COMOCO

Area
Centre: 900 sf (footprint)
Site: 1.75 acres

Year
2014

Program
Reception area, restrooms, screening area for virtual history, storage, lookout

http://www.archdaily.com/563933/pombal-castle-s-visitor-centre-comoco-arquitectos

MONT TREMBLANT DISCOVERY CENTRE
Mont Tremblant, QC, Canada

Architect
Smith Vigeant Architects

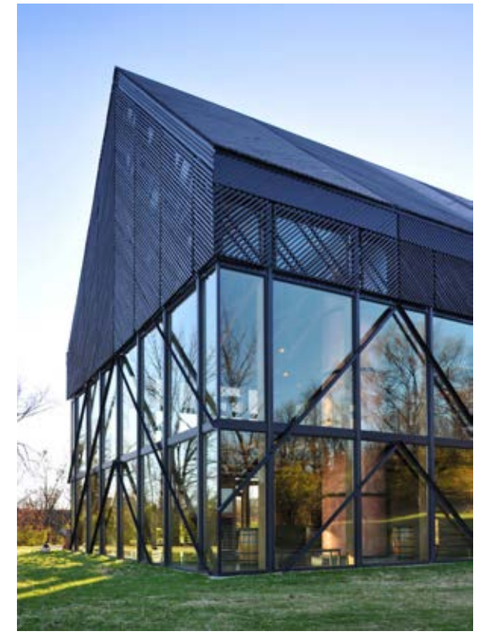
Area
Centre: 7,500 sf (gross)
Site: n/a

Year
2014

Operations
Societe des Etablissements de Plein Air de Quebec

Program
Multi-purpose room, restrooms, gift shop and snack bar, theatre, reception area, exhibition hall

http://www.archdaily.com/554477/discovery-centre-for-the-mont-tremblant-national-park-smith-vigeant-architects

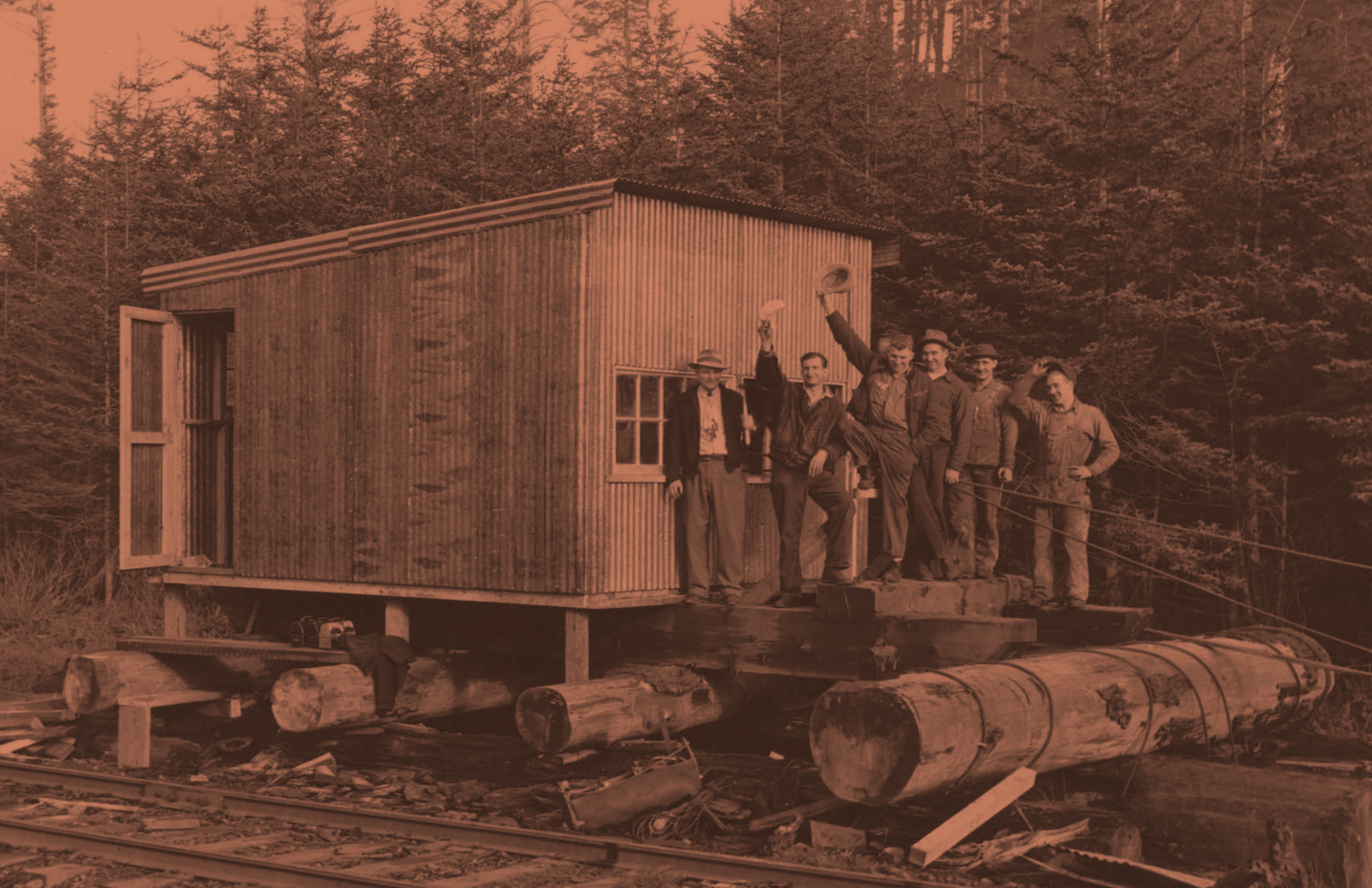


WILD TURKEY BOURBON VISITOR CENTER
Lawrenceburg, KY, USA

Architect
De Leon & Primmer Architecture Workshop

Area
Centre: 9100 sf (gross)
Site: 400 acre

Year
2013

Program
Tasting room, exhibit area, gift shop, restrooms, offices, multi-purpose room

http://www.archdaily.com/519812/wild-turkey-bourbon-visitor-center-de-leon-and-primmer-architecture-workshop