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**Design Concepts Revealed for the Re-TURN of the
Jantzen Beach Carousel to the Portland/Vancouver Area**

**– Three unique designs illustrate different ways in which a beloved antique carousel
could enhance a waterfront, downtown or urban park setting –**

**** Developers and city leaders urged to include Jantzen Beach Carousel in future plans ****

Portland, Ore. (March 11, 2019) – Restore Oregon, a statewide nonprofit organization that advocates for sound preservation policy and legislation, today unveiled three unique and flexible design concepts meant to inspire the Re-TURN of the historic Jantzen Beach Carousel to the Portland/Vancouver area.

At a reception for carousel supporters held at the Oregon Historical Society, Restore Oregon shared carousel pavilion designs produced by Portland-based architecture firms SERA and PLACE to help inspire the creation of an irresistible new attraction for our region. Concepts included a compact pavilion, a medium-sized pavilion and a large pavilion with adjacent indoor event space, each of which could be adapted to a variety of settings. After sharing these design concepts, Restore Oregon invited Portland/Vancouver developers, property owners, elected officials and planning staff to consider adding the Jantzen Beach Carousel to future developments.



“Returning the Jantzen Beach Carousel to the Portland/Vancouver metro area is a development opportunity of historic proportions. An opportunity like this only comes around once in a lifetime,” said Peggy Moretti, executive director of Restore Oregon.

Moretti, whose goal is to secure a permanent home for the carousel which has occupied a spot on Oregon’s Most Endangered Places list since 2012 then added, “As has been the case with historic carousels in cities nationwide, the Jantzen Beach Carousel offers tremendous economic development potential for our region. We hope these renderings will be the spark that inspires developers and property owners to reach out and engage with us.” Moretti went on to share that her organization has already held productive conversations with government officials, developers and property owners in both Portland and Vancouver, but is eager to connect with other potential community partners. “We don’t want to leave any stone unturned,” Moretti said.

Later in the program, Jantzen Beach Carousel Blue Ribbon Committee co-chair, former State Senator Margaret Carter, spoke passionately about the importance of carousel affordability: “For generations of Oregonians and Washingtonians, the Jantzen Beach Carousel was a wonderful, affordable way for families to go have fun. Affordability should be our goal for the future. It’s all about family,” said Carter.

Other members of the Blue Ribbon Committee shared their views also.

“We’d like to see whoever runs the carousel in the future really consider modernizing it and making it fully accessible, so kids of all abilities can enjoy it,” said former Oregon First Lady Mary Oberst.

Added Oberst, “We’d also love to see the carousel adapted to operate renewably, perhaps illuminated with LED bulbs, or run on solar or wind power.”

Portland City Commissioner Nick Fish stated “Returning the Jantzen Beach Carousel to a permanent home is a historic opportunity. The carousel is a family-friendly attraction and an important part of our



city's history. It can become Portland's next great attraction, bringing smiles to generations of children. Let's return the carousel to Portland!"

While carousels are widely appreciated for embodying the perfect blend of nostalgia, craftsmanship and fun, they are also proven economic drivers. Municipalities throughout North America have embraced them as the colorful centerpieces of dynamic new tourist destinations, including Salem and Albany, Oregon.; New York City and Buffalo, New York; Spokane, Washington; Cincinnati, Ohio and Memphis, Tennessee. The Jantzen Beach Carousel is a little larger than most however, measuring a whopping 67 feet in diameter and 28 feet in height at its tallest point.

Regardless of size, research has shown that for carousels to be successful in the 21st century, they need to be located on the beaten path, in family-friendly areas with high foot traffic and ample access to mass transit. Because the carousel will depend on annual paid ridership of over 200,000 people, the carousel should be clustered with other popular attractions rather than functioning as a stand-alone destination.

Restore Oregon closed the event by expressing thanks to the many teams that made this work possible, including SERA, PLACE, KPFF Consulting Engineers, P&C Construction and Weinstein PR. Their generous donation of in-kind professional services demonstrates the local business community's commitment to making this historic yet new destination possible for Portland.

"Creating a new home for the Carousel is an exciting development opportunity that will connect generations by sharing a unique part of our region's history and creating treasured memories," said Steven Ehlbeck, an architect and associate at SERA Architects. "

Added Monica Klau, Director of Marketing + Graphic Design from PLACE, "PLACE is honored to be a part of Restore Oregon's tremendous efforts to Re-Turn the Jantzen Beach Carousel for our community and future generations to enjoy."

About the Jantzen Beach Carousel

The Jantzen Beach Carousel has delighted Oregon and Washington residents and visitors for over 90 years. Designed and built by C.W. Parker in 1921, it is one of the biggest and fastest wooden carousels of its type left in the world. Weighing approximately 20 tons, it has a diameter of 67 feet and features four rows of 72 horses, plus two elaborately carved chariots.

The carousel has been synonymous with family fun and childhood joy since its installation on Hayden Island as an attraction at the Jantzen Beach Amusement Park in 1928. Unquestionably popular, it managed to outlast the park itself, and over the decades has welcomed more than 30 million riders from Oregon, Southwest Washington and beyond.

Despite widespread adoration, the carousel provided its last ride on April 22, 2012. It was then disassembled and placed in storage, with no concrete plans for returning it to the public. It was donated to Restore Oregon in late 2017.

Currently, the carousel is dismantled but is securely stored. Its future depends on securing a permanent new site. But because its hand-carved, hand-painted wooden elements are nearly a century old, the carousel must be housed indoors, in a climate-controlled environment, to ensure its longevity. Its massive size makes securing a new home challenging, but not impossible, particularly if there is strong community support.

******* MEDIA PLEASE NOTE *******

- **For high-resolution images of the design concepts** for the Jantzen Beach Carousel's RETURN, visit [here](#).
- **For the Developer Package** and profiles of other cities with successful carousels, visit [here](#).
- **Potential community partners or developers are urged to call Restore Oregon at (503) 243-1923 to request the informational development brochure.**

About Restore Oregon: Founded in 1977, Restore Oregon is a 501(c)(3) nonprofit organization that advocates for sound preservation policy and legislation. The organization's mission is to preserve, reuse and pass forward the historic places that create livable communities. Each year, Restore Oregon provides statewide educational programming and technical assistance, while working to save the sites and structures featured on its annual list of Oregon's Most Endangered Places. Restore Oregon holds over 40 conservation easements on historic properties, thereby protecting them in perpetuity. Learn more at www.restoreoregon.org, Facebook.com/RestoreOregon and Instagram.com/RestoreOregon.
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