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View of Gearhart along U.S. Highway 101.

## Lessons from Cannon Beach, for Gearhart

By R.J. MARX  
Seaside Signal

Should Gearhart take greater control of the city's commercial development?

Cannon Beach Community Development Director Jeff Adams came to Gearhart's Planning Commission on Feb. 14 at the invitation of commission member David Smith.

Adams was asked to lead a discussion of design review, a topic he has studied throughout the country. "I came from coastal Georgia, worked in Illinois, Kansas, resort areas, dealing with a lot of these same issues everywhere I go," Adams said.

Adams, who arrived in Cannon Beach late last year, described the planning process as one of "making better decisions."

Design review may consider corridor planning, signage, size and scale, historic districts and landscaping, he said. Cities may regulate parking, or types of stores to prohibit arcades, food carts or other drive-in facilities.

General development policies in the Cannon Beach code discourage "com-

mercial uses which detract from the unique character of downtown, or are detrimental to the small town atmosphere of Cannon Beach shall be prohibited."

That includes no "formula food" — restaurants defined as businesses required by contractual or other arrangements to offer standardized menus, ingredients, food preparation, interior or exterior design, or uniforms.

In Cannon Beach, modifications to commercial or multifamily structures are subject to design review, a process currently not in place in Gearhart.

Gearhart's plan features three levels of commercial zones, with the goal of achieving a compact town center in the vicinity of Pacific Way and Cottage Avenue. The city will establish zoning ordinance standards to protect residential areas from adjacent commercial development.

Adams stressed a regional approach to many of the concerns here, starting with each city's comprehensive plan.

"We need to work not just within our jurisdictions," he said, particularly with transportation, housing and corridor planning.

## Hair Shoppe: Sweet spot in the heart of Gearhart

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"I really enjoy coloring," Keranen said. In the past, she exclusively used Goldwell products, but has recently fallen in love with new and vibrant Italian color lines.

"I do a great gray coverage for blondes," she said. "Balayage is really good for that because it's like painting. And the effects are more natural."

Keranen said her clients are quite educated these days about hair care. "They're familiar with product lines and are well versed on product ingredients and what's on trend," she said.

While she loves playing with all the color possibilities available (she recently did someone's hair a breath-

takingly beautiful, shimmering, pale pink) and enjoys doing an edgy cut, at heart Keranen is a fan of classic American beauty. Whether you're rocking a modern bob, or your hair falls gloriously below your shoulders, or you're ready to try a pixie cut, you'll sashay out her salon door feeling like a million bucks.

The Hair Shoppe is located at 95 S. Cottage Ave. in Gearhart. Hours are by appointment only. The shop is open Monday through Friday, 10 a.m. to 5 p.m. with some weekend hours. Expect to have times vary in the summer months. You can also message the shop through their Facebook page or email Stephkeranen@gmail.com.

## Board: Vacancies filled

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Swedenborg now holds, with Brian Taylor, one of two positions representing Cannon Beach.

Over the past two years she has been a substitute teacher at the Heights Elementary School and Broadway Middle School. She

taught high school biology in the Renton Washington, School District for 10 years.

Gomez fills the Zone 5 Position 1 vacancy left by the resignation of Steve Phillips. She brings more than 12 years of professional experience working in public schools and is a former employee of the Seaside School District.

## Enrollment, recruitment key drives at Academy

By KATHERINE LACAZE  
For Seaside Signal

Increasing student enrollment and community outreach are key goals of the Cannon Beach Academy, director Amy Fredrickson said in an update on the charter school to the Seaside School District's board of directors on Feb. 19.

Increased enrollment has an impact on how much funding the charter school receives from the district, Fredrickson said.

A portion of the \$180,000 grant from Oregon's Department of Education, the second state education grant awarded to the academy since its opening, will address enrollment numbers.

While state grant dollars cannot pay staff salaries, funds can also go to staff development and support through the purchase of upgraded technology.

Another focus of the academy, Fredrickson said, will be "enriching and improving our curriculum."

For instance, the academy is attempting to add a new grade level each school year, which requires purchasing new curriculum to serve the older students. The school uses direct instruction curriculum for reading and math, which has led to positive results.

"It's helping to fill the gaps for many students who were behind in reading and math," she said. "It's also helping our students to excel, in terms of students reading above grade level."

The academy also received a Cannon Beach Community Grant for \$9,146 to augment the school nutrition program with fresh fruits and veget-



Rita Goldfarb

Satchel Parker, Hallie Kropf, Faith DiNapoli (background), Denny Nolasco Luna (foreground).



Rita Goldfarb

Genesis Campuzano, Kimberly Olvera, Valentina Rodriguez (background) Leticia Campos in technology class.

tables and improve emergency preparedness through obtaining food and water storage barrels.

Additionally, the school's \$1,250 grant from U.S. Bank helped finance the installation of a new playground, which also was supported by academy board member Barb Knop.

### Staff and volunteers

The academy, which

started operating in 2017, is serving 34 students — from Nehalem to Warrenton — in the 2018-19 school year. About 20 percent of the students come from Spanish-speaking homes and 52 percent are from households self-disclosed as economically disadvantaged, Fredrickson said.

The academy's core teaching staff includes Dawn Jay, the kindergar-

ten and first-grade teacher; Ryan Hull, the second- and third-grade teacher; and Leticia Campos, the Spanish, English Language Development, and co-kindergarten/first-grade teacher. Fredrickson also provides teaching support part-time.

The school heavily relies on help from community members and parents, Fredrickson said, adding those volunteers "are critical for our school to run." They serve breakfast and lunch — which are offered free of charge to all students, regardless of income — and help with cleaning and maintenance each week.

Fredrickson said they also have a dozen local college students who provide instructional assistance in the classroom each day. The young students "love having them there," she said.

"They also love having our family members, parents, and community members come into the classroom as well," she said.

## Smart meters: Equipment can read your meter remotely, but what if you don't want it?

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County began Feb. 11. "You may have installers around already. They're jumping around a little bit."

Dunlap said Pacific Power has scheduled complete installation in the county by the end of May. "By fall, we'll have completed all of our installations across the state."

### Is opt-out cost fair?

While there's no cost for installation, residents objected to terms of the opt-out clause in the contract — a clause that could cost \$36 a month. "That's a little bit less than my whole bill," Joyce Hunt said.

"I feel like we're getting gouged by the fee," Dave Eilenberger of Seaside said.

He also showed concern for possible impacts of radio frequencies and health risk.

Frank Erickson, a retired radiologist, told the City Council he had "saw-sawed" whether to opt out or opt in for the smart meter installation. "I'm still rethinking."



R.J. Marx

Smart meter recently installed outside a building in Seaside.

### SMART METER WORKSHOPS

As part of the rollout of smart meters in Clatsop County, Pacific Power is hosting two customer workshops to share information about the upgrade. The Seaside workshop takes place Tuesday, March 5, from 5:30-7 p.m. at Seaside Brewing Co., 851 Broadway St., in Seaside.

The Astoria workshop takes place Wednesday, March 6, from 5:30-7 p.m. at Fort George Brewery, Lovell Showroom, 1483 Duane St., in Astoria.

The events are free to attend and will be held during the following dates and times. Appetizers and drinks will be provided.

Customers seeking additional information on the workshops and smart meters are encouraged to call 866-869-8520 for help with any questions. Additional smart meter information is available at [www.pacificpower.net/smartmeter](http://www.pacificpower.net/smartmeter).

The health effects have been ping-ponging over the past 20 years without a clear consensus, he said, with a small but growing body showing health care risks.

"What bothers me more is paying that \$36 a month to make up for costs they have because they don't have 100 percent compliance," Erickson said. "I think they should address that to see if they can do something more reasonable."

Councilor Seth Morrissey called the opt-out fee "absolutely ridiculous. You're basically charging a tax on people for something they already have."

Dunlap said the fee is determined by the cost of bringing service to opt-out customers. "The utility commission does not allow us to have one customer's decision push costs on to another," she said.

Morrissey asked for Pacific Power to work to lower that fee.

"I hear you, I hear you and I will certainly continue to have our regulatory folks look at that," Dunlap said.

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