

Prom: ‘The Prom is the playground for everyone’

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anniversary of the Seaside Promenade. “For instance, you likely won’t find a bathing beauty parade today. In Seaside in 1921, they had prohibition. Now we’ve got microbrews and pinot noir.”

David Reid, the executive director of the Astoria-Warrenton Area Chamber of Commerce, enacted the role of Mayor E.N. Hurd, the mayor who ushered in Seaside’s greatest milestone. Just as politicians flocked to Seaside in 1921, the Saturday centennial anniversary hosted Johnson, state Rep. Suzanne Weber, Mayor Jay Barber and city councilors, Cannon Beach Mayor Sam Steidel, Gearhart Mayor Paulina Cockrum and others.

“It’s such an important day, even the rain decided to show up,” Joshua Heine-man, director of tourism marketing for the Seaside Visitors Bureau, said. “I love that.”

The Prom is 14 feet wide and 1.5 miles long, and 24 blocks along the beach from Avenue U to 12th Avenue. The 1921 dedication drew a crowd estimated between 25,000 to 40,000 people. In years to come, the Prom would become Seaside’s premier visitor destination.

“The Prom is really what has bonded the community together,” Brian Owen, CEO of the Seaside Chamber of Commerce, said to the crowd Saturday at the Turnaround. “It’s what’s given us a purpose for people to come here to become friends and to become family. And hopefully to take a piece of us back with them. I look at everybody seated. And these are all individuals who have not only invested in business, but invested in the community with relationships.”

Saturday morning kicked off with an anniversary parade featuring Seaside Fire and Rescue, fol-



David Reid, executive director of the Astoria-Warrenton Area Chamber of Commerce, portrays Seaside Mayor E.N. Hurd, who ushered in the Promenade in 1921.

Jeff TerHar



Steve Wright of the Seaside Museum & Historical Society holds a plaque commemorating the 100th anniversary of the Prom.

R.J. Marx



Museum board president Steve Wright and Mayor Jay Barber bury the time capsule.

Jeff TerHar



Miss North Coast Caitlin Hillman and Miss North Coast Outstanding Teen Emmy Huber.

Jeff TerHar

lowed by Miss Oregon 2021 Abigail Hayes, Miss North

Coast Caitlin Hillman and Miss North Coast Outstanding Teen Emmy Huber, among others. The parade headed down Broadway, featuring the Royal Rosarians — the Portland-based volunteer community service group that played a big role in the Prom’s dedication 100 years ago.

The Rosarians, dressed in their traditional straw hats and white uniforms, planted a ceremonial rose at the corner of Broadway and South

Holladay. “Our hopes are that that rose will be growing and blossoming just as this community of Seaside has since its founding,” Rosarian Prime Minister Korrie Hoekendorf said.

Johnson recalled “Victor the Lobster,” a 25-pound lobster rescued from a supermarket tank that was to live comfortably at the Seaside Aquarium. Victor’s untimely demise after a “lobster-napping” drew international attention.

MESSAGE FROM U.S. REP. BONAMICI

Congresswoman Suzanne Bonamici sent this message to the city on the 100th anniversary of the Prom. It was read by her field representative, Ali Mayeda.

“Dear friends, congratulations to Seaside on the centennial of the Promenade. It’s an honor to be the congressional representative for the beautiful north Oregon Coast.

“Oregonians treasure our rugged coastline and scenic beaches. And it’s no surprise that visitors have been coming here for decades to enjoy the historic promenade that crowns Seaside and transformed this city into the beloved destination we know today, strolling on the Prom in the sunshine, watching storms from the Prom and winter, enjoying the soaring birds and singing winds.

“These are the moments that millions remember when they reminisce about their time on the Oregon Coast. All my best wishes to the Seaside community for a very happy, successful centennial!”

City Council members prepared a time capsule to be opened in 2121, while museum board president and City Councilor Steve Wright’s granddaughter broke a ceremonial bottle to usher in the next 100 years.

“The Prom is the playground for everyone,” Johnson said. “You don’t have to pay an annual fee or any special pass. You just show up and enjoy.”

Survey: Cost to perform land improvements, firehouse will be about \$10.5M

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This was the second survey conducted by the city to help determine a firehouse site. A 2019 survey pinpointed the High Point site on North Marion as preferable to Gearhart Park or the firehouse on Pacific Way.

The new survey period was from June 25 to Aug. 1 — just over a month.

By comparison, the 2019 survey was open for three months and received significantly more responses, with 947 people participating.

The new survey came as plans for a firehouse on North Marion Avenue hit a wall. The project faced high costs and opposition from the nearby Palisades Homeowners Association.

The city is working with planners to bring the 30-acre Cottages at Gearhart subdivision off Highlands Lane into the city’s urban growth boundary. The cost to perform land improvements and build the firehouse on the Highlands Lane site will be about \$10.5 million.

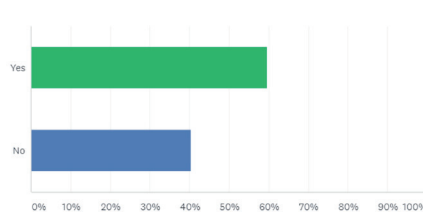
At last week’s City Council meeting, City Administra-

tor Chad Sweet said he was pleased by a recent geotechnical report. “This could affect the type of foundation that we use in this building, and they anticipate that this will actually not be a foundation as expensive as the one we were looking at, previously, so there’s likely going to be a cost savings for that.”

Sweet also said conversations with the state Department of Geology and Mineral Industries indicated the Highlands Lane site was outside the extra-large tsunami zone. “That’s kind of a big deal,” he said.

Would you support the necessary bond financing November 2021 to pay for a new fire / police station on The Cottages at Gearhart dune near Highlands Lane and Hwy 101?

Answered: 554 Skipped: 0



Survey results on bond financing to pay for a new fire station on Highlands Lane.

City of Gearhart

Limit: ‘Today is a different time. People want peace and quiet at least once a week’

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“It’s too bad we have gotten to the point where we have to enforce work ethics that should be obvious,” Wilson and Jeanne Mark wrote in a letter to the City Council. “It’s too bad we cannot get all builders to do the right thing.”

The proposal spurred a backlash as contractors, landscapers and developers turned out in-person and online at the council meeting to register dismay at another constraint to an already volatile work environment, with labor shortages, supply delays and unpredictable weather.

Sometimes contractors have no choice but to work on weekends, Andrew Silvis, of AMJ Insulation LLC, said. “A few weeks or month delay can drastically affect our schedule as well, so everything rolls downhill and slows down the entire project,” he said. “If you need your project done and we have to push you back a week, that’s going to hurt everyone you know.”

The building process has been disrupted like never before, contractor Wesley Houck said. “Supply chains are a mess, material shortages are almost in

every trade and timelines are undeterminable at the moment. ... I’m just trying to put food on the table, like the rest of us.”

City code allows construction and landscape work seven days a week between 8 a.m. and 6 p.m. Landscaping is permitted from 8 a.m. to 7 p.m.

An update to the code, with limits to contractor hours, passed the City Council unanimously in 2014, but fell short of limiting weekend work.

According to the proposed ordinance, in cases of non-emergencies, the city administrator may issue a five-day temporary permit. The permit may be revoked if complaints arise by working outside of the permit parameters.

“As a commercial contractor, we cannot tell you how these changes would dramatically affect our business,” Ben and Tami Olson, of Clean-Sweep Maintenance, wrote city councilors. “In the summertime, we ‘make hay when the sun shines.’ We work longer hours to keep up with demand. In wintertime, our hours are less as the daylight is less. By putting restrictions on hours or less working days, it would greatly

harm our ability to service our customers.”

Developer Robert Morey, the co-owner of the former Gearhart Elementary School, said he was “strongly against a reduction of contractors in our area.”

“Our feeling is we should have hours six days a week, longer days than 8 a.m. to 6 p.m.,” Morey said. “The noise is part of life. We need to make accommodations for our contractors.”

Arlene Cogen, a resident, said she was “completely against” limiting hours for construction workers. “Financially, this would cripple our community,” she said. “This makes completely no sense whatsoever.”

City Councilor Kerry Smith said the city has a mandate to protect the

health and well-being of residents.

He rejected the Saturday and Sunday option, making a motion for work restrictions on Sundays only.

“We have a right and duty to our citizens,” Smith

said. “Even if they’ve had their own home built in 28 days, seven days a week, today is a different time. People want peace and quiet at least once a week.”

City Councilor Brent Warren and Councilor Reita

Fackerell voted with Smith on behalf of the ordinance.

City Councilor Dan Jesse and Mayor Paulina Cockrum voted in opposition.

With staff revisions and approval, the ordinance could go into effect Nov. 1.

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