



R.J. Marx

The Sweet Shop in Gearhart sold for full asking price.

Sweet Shop in Gearhart is sold

Grammy-winning producer buys building

By R.J. MARX
Seaside Signal

The Sweet Shop has a new owner.

Traci Williams, who has owned the shop on Pacific Way in Gearhart for the past several years, announced the \$1 million sale on Tuesday.

The property was purchased by Pen Pen Industries LLC, of Portland, which lists Grammy Award winner André Allen Anjos as the registered agent.

“While we’re not quite ready to make a formal announcement about our plans I can confirm that I purchased it with Ireland Baldwin,” Anjos said in an email. “We want to maintain the spirit of the place with coffee/wine/beer/ice cream, which is what drew us to it in the first place.”

“We do have some exciting plans for it, but we’re gonna spend the winter redoing it. We’ll reach out when things are closer to reopening.”

The Portland-based musician, known by his stage name, RAC, won a Grammy in 2017 for his remix of Bob Moses’ “Tearing Me Up.”

Baldwin is a fashion model and actress who is



Rebecca Herren/Seaside Signal

Original columns are revealed during the remodel of the Sweet Shop.

the daughter of actors Alec Baldwin and Kim Basinger.

Like many who walked through the door, Baldwin started as a customer and became a friend, Williams said.

“We broke bread, shared a love of dogs, a good cheese plate, laughs and tears,” Williams said. “She has a huge heart, a passion for animal rights, and wants to do good in the world. It was great to get to know her and see the concept develop.”

Real estate agent Ann Samuelson said Williams received multiple offers for the shop, which includes ice cream, coffee and places to sit in a garden outside. “It’s a unique property,” she said.

“It’s the heart of Gearhart and the right buyer came along.”

As with many historical buildings, the Sweet Shop has gone through several transitions. In the 1920s, the business was known as Pop-pino’s Sweet Shop, which operated as a soda fountain. One side became a high-end beauty salon in the 1950s, later an antique shop.

Williams passed the shop with its for-sale sign posted in the window in 2016 and a friend suggested she buy the place. She approached Cindy Anderson, who had owned the business for 15 years, and purchased the building that October.

Williams renovated and

refurbished both sides of the building, and added wine, beers, pastas and charcuterie.

The closed space still had remnants of the beauty salon — tall mirrors, work stations and ornate columns. Williams left the mirrors for the ambiance and was able to use the stations to display products. The columns separated the larger room from a lounge area.

“Trantler,” a work by artist Keri Rosebraugh that depicts a tree and antler, was unveiled in the redesigned outdoor area in June 2020.

“It’s got such a nice living space in the back,” Samuelson said. “But it’s certainly leasable space if the buyer doesn’t decide to do something with the front.”

For Williams, she’s not quite sure where she’ll be living next. She plans on traveling, not making scones every morning, spending time with family and friends and working on writing projects.

“This quirky old building and I have been through our ups and downs, but I believe I am leaving it and Gearhart in better condition and spirit,” Williams said. “I am proud to pass along this bright spot of town history to people who can bring a different and equally wonderful light to the town and I hope everyone welcomes them to our special community.”

COMMUNITY BRIEFS

Evolution of the Northwest Passage

Lewis and Clark National Historical Park’s next virtual “In Their Footsteps” talk is “Captain Cook, Lewis & Clark, and the Evolution of the Northwest Passage” by David L. Nicandri. This will be on Sunday, Oct. 17, at 1 p.m.



Dave Nicandri.

In this presentation, Dave Nicandri will discuss and illustrate how the Northwest Passage was not a single geographic concept, but actually a series of them. The failure of historians to make this distinction has led to serious misunderstandings about several expeditions, especially Captain Cook’s third voyage.

Nicandri has been studying and writing about Captain Cook as well as the Lewis and Clark Expedition for nearly two decades. The former director of the Washington State Historical Society, Nicandri is an expert in the history of the Pacific Northwest’s exploration phase. He is the author of “Lewis and Clark Reframed: Examining Ties to Cook, Vancouver, and Mackenzie,” and “Captain Cook Rediscovered: Voyaging to the Icy Latitudes” and “River of Promise: Lewis and Clark on the Columbia.”

“In Their Footsteps” is a monthly Sunday guest speaker forum sponsored by the Lewis & Clark National Park Association and the park. This season is a virtual version of these events. Both of Nicandri’s books about the Lewis and Clark Expedition are available for purchase at the Fort Clatsop Bookstore in the park visitor center or at www.fortclatsopbookstore.com.

For more information, call the park at 503-861-4414, check out www.nps.gov/lewi or Lewis and Clark National Historical Park on Facebook.

Rotary Auction to benefit local, international projects

Seaside Rotary Club & Foundation’s “Almost Back to the Beach” virtual fundraiser. Saturday, Oct. 9 from 6 to 7 p.m.

Some examples of live auction items include a seven-night stay at a Maui Condominium, a six-night stay at a beautiful mountain cabin in North Carolina, a metal sculpture of the Seaside Turnaround created by recent Seaside High School student and artist Luke Verly, a beautiful neon sign of the Portland Trailblazers,

and 70 silent auction items.

There will also be an opportunity to financially support the Seaside Rotary holiday programs which includes Santa’s Workshop providing gifts to hundreds of south county children, Adopt-a-Family and Shop with a Cop.

Seaside Rotary canceled last year’s event during the height of the pandemic.

Seaside Rotary supports scholarships for Seaside students moving onto college and trade programs from the Seaside Rotary Foundation, awarding more than \$20,000 annually. Seaside Rotary Club is renowned for its successful exchange program, holiday giving and local service programs. Seaside Rotary works with Rotary International on peace projects and to eradicate diseases worldwide.

To register, go to event.gives/rotaryauction2021.

District schedules annual pool maintenance

The Sunset Pool will be closed for annual maintenance from Wednesday, Oct. 27 to Friday, Oct. 29.

The Sunset Empire Park and Recreation District will perform annual maintenance on the building as well as the mechanical systems that

keep the pool running and open year round.

The short shutdown will also provide staff time to complete training and prepare for the winter season.

Arts Council virtual summit

The Arts Council of Clatsop County is gearing up for the second annual arts summit, designed to support, educate and inspire working artists, local arts organizations, and other stakeholders.

This year’s summit, “Art Works!” will take place from 12:30 to 5 p.m. Saturday, Oct. 23, in a virtual environment via the Remo platform. The objective of the summit is to support and empower professional and emerging artists by providing them valuable tools and skills to succeed in a competitive market.

The summit includes five workshops led by industry professionals: “Understanding Copyright Issues,” “Becoming a Professional,” “Finding Funding,” “Navigating Online Options,” and “Developing Your Business Plan.” Attendees are welcome to join any and all workshops to pick up new actionable tips and insights for their business or individual arts endeavors. The event is free but pre-registration is requested.

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