

# Signs: Take a stroll, gain Seaside history

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Historical Society for history input and with City Councilor Tom Horning, a geologist, for natural systems and input.

Travel Oregon's 2021 Competitive and Recovery Grant Program supported economic recovery by investing in projects that enhanced the visitor experience, and prepared communities and visitors for COVID-19 safe travel, Travel Oregon's industry communications manager Jaime Eder said. "For this particular project, the application did a good job of showing community support for the project and Travel Oregon was pleased to see the collaboration taking place between the city and Seaside Museum & Historical Society to develop content for the interpretive signs."

It was deemed "COVID-appropriate" as it was an outdoor attraction, Eder said. "It was also key that the timeline had the project complete in alignment with the Promenade's centennial celebration."

Seaside photo restorationist Bruce Andrews retouched high-definition images from the archive at the museum and Public Works Director Dale McDowell was instrumental in helping select sites, Heineman said.

There was far less sand on the beach when the Prom was constructed, reads the sign "How the Beach Got Its Sand," at Avenue A and the Prom. "The rocky cobble you find in the Cove extended all the way to Ninth Avenue, leaving only three short blocks of the Prom's 1.5-mile length built over sand."

In front of Worldmark, "Before There Was a Prom" shares the construction process at the time.

"Tillamook Rock Light," at Oceanway and the Prom, details the iconic history of the Terrible Tilly Light-



house, located 1.2 miles off of Tillamook Head. The lighthouse was completed in 1881 and became known as Terrible Tilly due to the dangerous weather and water conditions facing its four full-time keepers and their suppliers.

"Meet Me at the Natatorium," by the Seaside Aquarium, shares the history of one of Seaside's early attractions. Natatoriums, or indoor swimming spaces, were popular leisure attractions in the early 1900s, and the Seaside Prom was home to two of them, the Oates Baths Natatorium and the Seaside Baths Natatorium.

"The Prom During World War II," at Sixth Avenue and the Prom, reflecting on a time when the Prom, with its overlook of the Pacific, "felt like a front seat to World War II."

Research has shown that visitors — and Oregonians — value visits to historical sites — Eder said. "In 2017, Oregon received an estimated 10 million overnight leisure travelers who visited historical places and participated in one or more art and culture related activities. That represents nearly 30% of the yearly overnight marketable trips to Oregon."



Photos by Joshua Heineman

**ABOVE:** "How the Beach Got Its Sand," placed at Avenue A and the Prom.

**LEFT:** "Before There Was a Prom," featuring the history of the Prom. City engineer L.C. Rogers designed and J.H. Tillman constructed what would become 8,000 feet of seawall.

## Parks: Plan could be used for state funding

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The Parks Master Plan Advisory Committee approved the plan in late August and sent it to the Planning Commission for review and approval before heading to the City Council. Hearings also occurred where public testimony was received and considered.

According to the ordinance, the City Council identified a need to identify park and recreation deficiencies, improvement standards, funding sources and projects to plan for city park access to residents, park budgeting, operations and park maintenance.

The revised plan updates language in the original 1994 comprehensive plan, and modifies rules for setbacks, recreation trails, bicycle paths and connections.

New language specifies all structures must be set back 50 feet from the Necanicum River Estuary. Vegetation within the setback is protected unless an exception is allowed for removal.

The plan also lays out standards for tree-cutting, pruning, and trimming is subject to the beaches and dunes overlay zone.

New development must comply with the master plan.

A suggestion to prohibit bicycles on the city's Ridge Path — the historic Indian trail that traverses much of the city — was dropped from the plan after residents objected to the ban. The plan seeks to preserve and enhance the Ridge Path as a recreational asset by establishing connections to the path, requiring appropriate access easements and maintaining the path surface.

"We will use the parks plan to seek to obtain state funding for priority projects," Cockrum said after



R.J. Marx

View looking east from Pacific Way near Gearhart Park.

**THE COUNCIL WILL CONDUCT A SECOND READING AT THE MAY MEETING AND IF APPROVED, THE PLAN WILL GO INTO EFFECT 30 DAYS AFTER.**

the meeting. "Adding some amenities to the downtown, Trails End Park will be a priority. Improved budgeting for maintaining our parks spaces will also be a benefit."

The plan is an initial step toward creation of a new public entity, the Gearhart Parks Commission, that will bring greater focus to the stewardship and enhance-

ment of the city's parks system going forward.

The plan also addresses concerns about pedestrian crossings and future projects along U.S. Highway 101. Amendments to the ordinance reference pedestrian traffic in relation to bicycle recreation trails and routes.

"I've been doing a lot of canvassing on the side," Cockrum said. "There've been a lot of opportunities to talk about the project and how we're all trying to weave it all together. People are really excited."

This will be a good budgeting document when planning for park improvements, City Planner Carole Connell said. "It's meant to be a working document, to be updated periodically."

The council will conduct a second reading at the May meeting and if approved, the plan will go into effect 30 days after.

## Tax break: Income-based tax breaks could follow bond vote

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"If it was brought up in June, I would be more than happy to vote 'yes' for it," City Councilor Kerry Smith said. "I question what people would think about us offering a tax break before the vote. Are we trying to buy the vote?"

"This to me looks like a city maybe desperate and is throwing that carrot out for some people at this time. I don't have a problem helping people. But

prior to the vote, I could not support this."

The City Council tabled the tax relief program until the council's June meeting.

If the bond measure passes, Mayor Paulina Cockrum said, the program will be on the agenda. "We will put in a budgetary line item for it as we develop our budget," she said. "If we can use some of that marijuana/pot money for a good purpose, I am more than happy to spend it on something like this."

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