

PERSONALITY DIFFERENCES OF TWO COMMUNITIES
ON THE NORTHERN OREGON COAST

by

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ABSTRACT. The objective of this paper is to examine the differences in personality between Cannon Beach and Seaside, Oregon. The problem is approached by examining the physical setting, historical background and a segment of the attraction mix of each community. The combination of site characteristics and historical development has played an important part in establishing Cannon Beach and Seaside's personalities. Other important contributors to their personality are characteristics of their inviolate belts and visitor attraction nuclei.

INTRODUCTION

The Oregon Coast exhibits a variety of scenery, including high, rugged headlands and long quiet beaches. Communities on the coast show a diversity of economic base. Forestry, fishing, canning, farming and tourism are represented. Tourism has made its mark on many coastal communities to a greater or lesser degree. These attributes of place and culture contribute to a diversity of personality in these communities. This paper will examine the differences in personality between the northern Oregon coast communities of Cannon Beach and Seaside.

By personality is meant the quality of a place as it "embraces the whole dynamic relation of life and land."¹ Though they may be readily apparent, personality differences are difficult to express. Stanislawski, in The Anatomy of Eleven Towns in Michoac'an,² examined the location of towns and the incidence and location of dwellings and

economic activities in each town. Another approach, used by Sir Cyril Fox, defined a place or region's personality in terms of historical and cultural consistencies.³ The approach used herein makes use of both methods.

The factors to be examined are the physical setting, the historical background and the attraction mix of the two communities. The physical setting includes comparison of local geomorphology and climate. The historical background is concerned with developments of the last one-hundred years as related to the growth of the area's tourist trade. The comparison of attraction mixes is concerned with present relationships.

Clare Gunn defines an attraction as "...a thing or feature which draws people by appealing to their desires, tastes, etc. especially any interesting or amusing exhibition which 'draws' crowds."⁴ An attraction may be made up of a mixture of individual attractions. Similar attractions, such as two resort centers, may be quite distinctive due to differences in their attraction mix. For example, one might emphasize scenery and relaxation, while the other is oriented towards strenuous outdoor activities. In Gunn's Tripartite Attraction Design,⁵ the total attraction is defined by three parameters:

1. The Nucleus - The attraction itself. "This is the prime element, the raison d'etre. For a waterfall, it is the falling water."⁶
2. The Inviolable Belt - This is the setting of the attraction, the entering space which must be passed through to reach the attraction.
3. The Zone of Closure - "The surrounding area, in which can

be found one or more service centers and transportation linkage."⁷

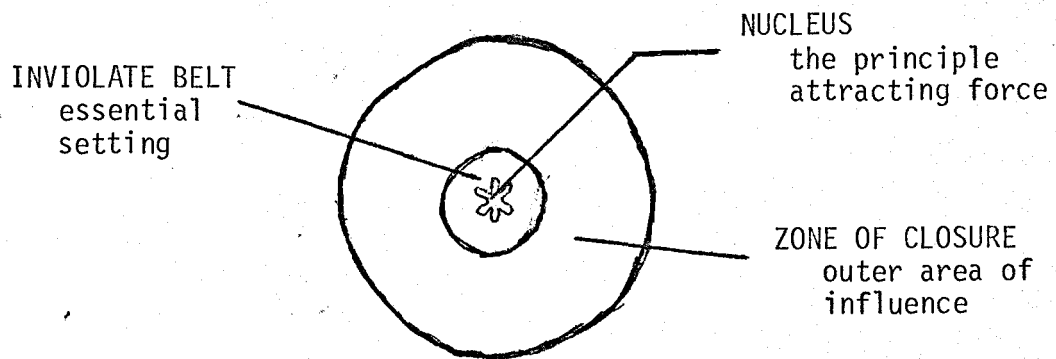
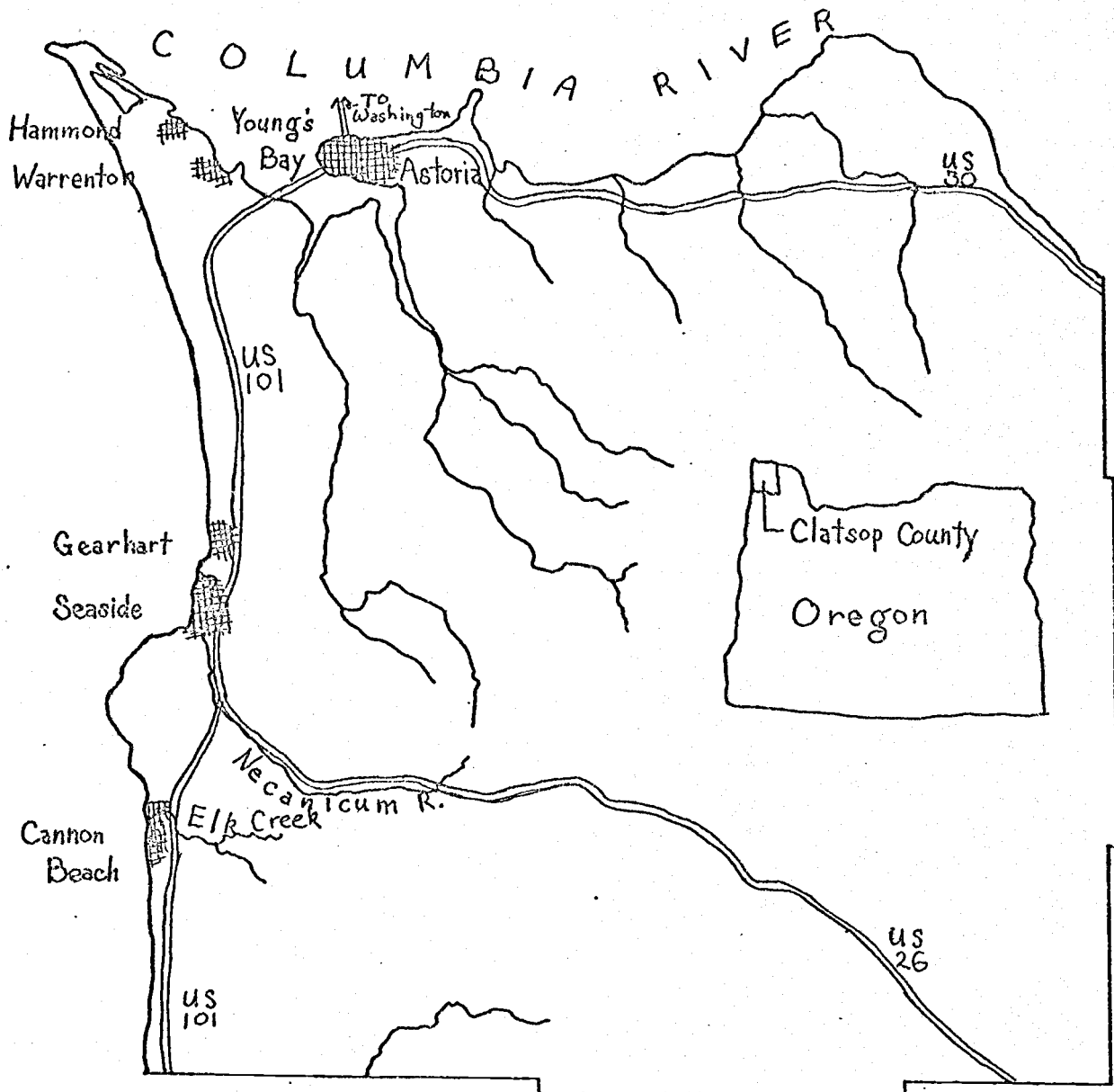


Figure 1. Gunn's Tripartite Attraction Design.⁸

CLATSOP COUNTY OREGON

Map 1



0 1 5 10
Miles

PHYSICAL SETTING

The mountainous Oregon Coast is dominated by the Coast Range, which consists of "moderately folded marine tuffaceous sandstones and shales together with basaltic volcanic rocks and related intrusives."⁹ These, after being peneplained and raised 1,000 to 2,000 feet or more, have been eroded to a generally submature stage by streams. Several summits and seaward projecting capes are due to resistant igneous rocks. Large coastal lakes and bays were formed at sea level rose during post-Pleistocene deglaciation, also drowning river mouths. "Sea terraces, sand dunes, and other shore features occupy narrow strips along the coast."¹⁰

The average annual precipitation is sixty to eighty inches, most of which is in the form of rain. Snow is rare. The wet season occurs in winter, with December averages of fifteen to twenty inches along the northern Oregon Coast. Fog and clouds are so common that less than half the days of the year are sunny. Immediately inland, the Coast Range exhibits higher annual rainfall with more snow.

Seaside is located on a deflation plane, with areas of active dunes, surrounded by timbered uplands. The beach is bounded at its southern end by Tillamook Head, a high timbered headland. The beach is bounded at its northern end where the Necanicum River flows into the Pacific Ocean. The Promenade, which is a cement walkway with a low cement wall, stretches along the interface of the beach and town for one and one-half miles. Seaside's central business district is separated from the main visitor attraction area by the Necanicum River.

Cannon Beach is located on a terrace with trees and meadows, surrounded by timbered uplands. The beach has coves, offshore rocks and

a stream, Elk Creek, crossing it. Its southern end is bounded by Arch Cape. The northern end is bounded physically by Chapman Point, and visually by Tillamook Head.

HISTORICAL BACKGROUND

Transportation

In the mid-1800's communities were founded and grew in Clatsop county on the northern Oregon coast. Many communities developed around the lumbering and canning industries. Others formed to serve the farming needs of various areas within the county. The method and availability of transportation played an important role in the development of these communities. It also had a great effect on the development of the tourist industry in Seaside and Cannon Beach.

During the 1800's the primary method of transportation was by water. Ships were used to carry mail and to export farm, lumber and fishing products. In 1878 there were twenty steamers of various size making daily trips from Astoria to as far upriver as Portland. Seven steamers were making regular trips to San Francisco.¹¹ Some tourists came to the area by water, attracted to Clatsop Beach,¹² which extends south from the mouth of the Columbia River to Tillamook Head. One ship, the Katala, which brought visitors from Portland, was sold to a canner in 1874, who then used it to transport fish. The original owner had failed to clear expenses "because the people who made their annual pilgrimage to the seashore [Clatsop Beach] were not so numerous at that early date."¹³

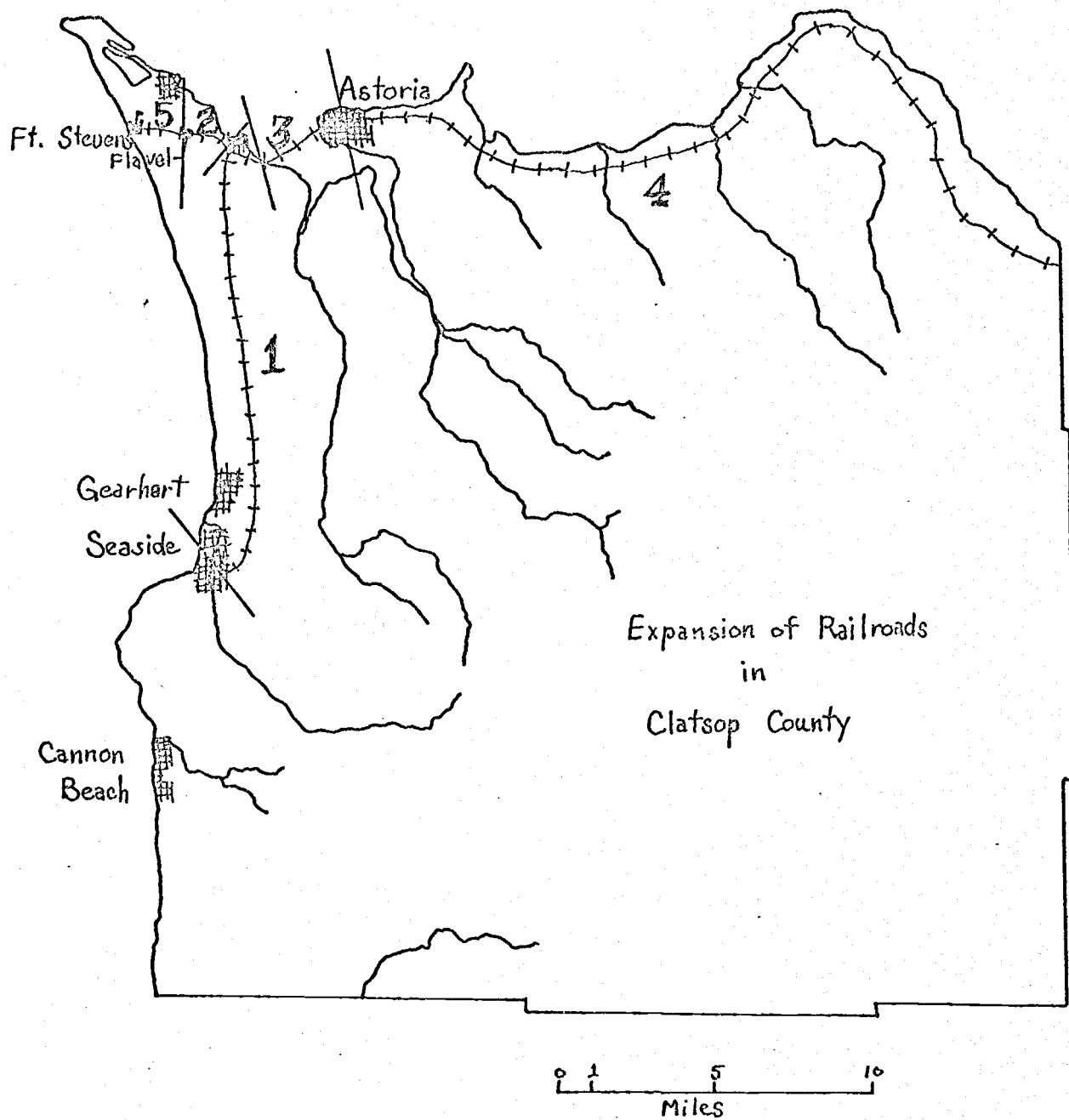
As early as 1853 a railroad, which would connect Astoria and Portland was discussed.¹⁴ The railroad was slow in materializing. In July 1890, 15.54 miles of track were in service from Young's Bay through Warrenton

to Seaside. (See Map 2.) On August 3, 1896, Young's Bay was bridged, thereby connecting Seaside and Astoria.¹⁵ In 1898 a train made its first trip from Astoria to Portland via Clatskanie,¹⁶ and visitors could travel by rail from Portland directly to Seaside. However, the section between Astoria and Seaside was closed during the winter, unless the traveler was willing to use a handcar.¹⁷ During the summer session the line had all the traffic it could handle. In June, 1922, a Mack truck with railway wheels was pressed into service. It made two round trips daily between Seaside and Astoria.¹⁸ In 1952 passenger trains were discontinued due to increased competition from automobiles.

The lack of adequate roads was a major county problem in the 1800s and the early 1900s. In 1908 it was necessary to leave the train at Seaside and travel by a two horse rig team over a narrow and dangerous road to get to Cannon Beach.²⁰ It was not until 1913, when preliminary surveys were made for the Columbia Highway and tributary roads in Clatsop county, that good, paved roads began to become a reality. On July 20, 1914 the Tillamook-Seaside Highway was completed. It "followed the Elk Creek road over the first coast range of mountains to the Ecola Post Office, and then down to the [Tillamook] county line."²¹ The Astoria-Seaside section of the Columbia Highway was surfaced in early 1915.²² The section from Astoria to Portland was opened for travel on August 11, 1915, and was officially dedicated on June 17, 1916.²³

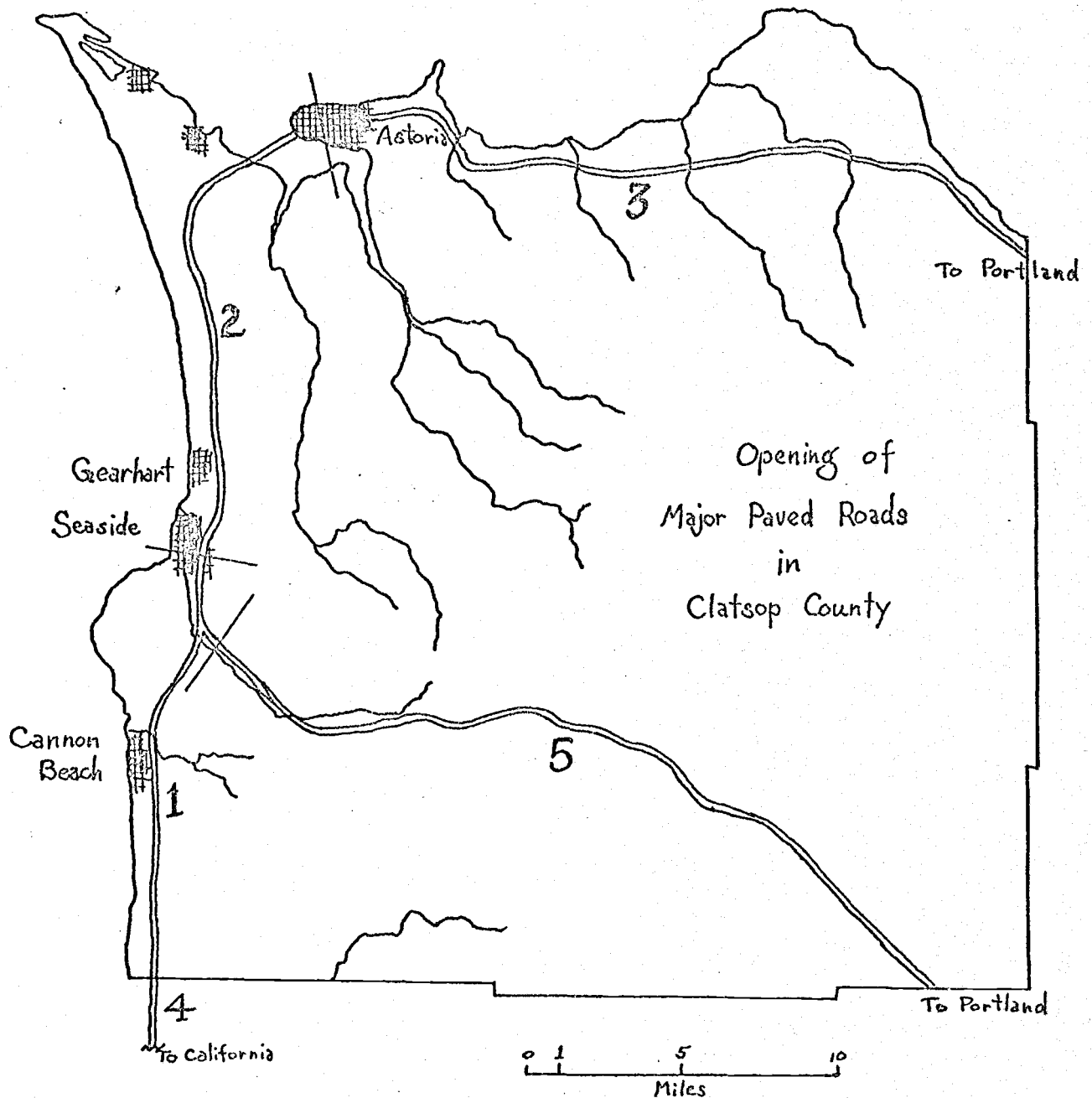
In 1926 the Roosevelt Coast Military Highway was under construction. This road, which was later renamed the Oregon Coast Highway, linked Astoria to California.²⁴ In October 1936 President Franklin D. Roosevelt approved a \$1,422,730 grant to the Works' Progress Administration to build the Wolf-Creek-Wilson River Highway. Opened in the spring of 1938,

Map 2



- 1 July 1890 - Young's Bay to Seaside
- 2 July 25, 1896 - Warrenton to Flavel
- 3 August 3, 1896 - Crosses Young's Bay
- 4 May 16, 1898 - Astoria to Portland
- 5 1899 - Extended to Fort Stevens

Map 3



- 1 July 20, 1914
- 2 Early 1914 - Columbia Highway
- 3 August 11, 1915 - Columbia Highway
- 4 1926 - Roosevelt Highway (Oregon Coast Highway) - Includes 2 & 3
- 5 Spring of 1938 - Wolf-Creek-Wilson River Highway (Sunset Highway)

it provided a shorter route from Seaside to Portland.²⁵

Clatsop Beach was accessible by airplane as early as 1936 at a landing field on the beach a quarter mile north of Seaside. On September 7, 1936 a municipal airport and seaplane ramp was opened by the Port of Astoria in the city of Warrenton.²⁶

Tourism

Regardless of the type of transportation available, people from the cities of the Willamette Valley have traveled to Clatsop Beach to seek relief from the hot summers in the Valley for the last hundred years. As early as the 1860s excursion boats were running from Portland to Young's Bay. From there travel was by wagon or stage to the southern end of Clatsop Beach.²⁷

Seaside

In 1850 Helen Latty established the first hotel on what is now the Seaside Golf Course.²⁸ The hotel was called the Summer House. In 1871 Ben Holladay started the Seaside House, also known as the Holladay House,²⁹ which was the fashionable place to stay at that time. Shortly thereafter, G.M. Grimes opened the Grimes Hotel. As it was located on the west bank of the Necanicum River, near the present center of Seaside, a bridge was built at that place. "A wide path was soon cut to the beach which later became the 'shell road,' and finally, Broadway... By that time all the land had been claimed, and some pieces had been sold and resold. Houses were [built] in various spots in Seaside and large tracts were being farmed along the road south of the Skipanon River."³⁰

With the opening of the rail line between Young's Bay and Seaside

the area became accessible to day picnickers from Astoria. A favorite spot was Gearhart Park. The train was soon making a daily round trip. When the line reached to Portland in 1898 the number of visitors increased. A one way trip took about five hours. The trains, which were usually full, were especially long and crowded on Saturdays,³¹ although in 1908 Seaside was "not a very large resort."³²

Near the turn of the century two separate towns were growing at what is now Seaside. These were 'Seaside' and 'West Seaside.' Seaside was incorporated in 1899. When West Seaside was incorporated in 1905, the combined population of the two towns was 851. The communities merged into the present Seaside in 1913. In 1912 Seaside entered an extensive building phase along Broadway Street in the business section. The erection of the Salnes and Wheatly, Gilbert and Lawler Buildings, the Menzel Bakery, the City Hall and the Moore Hotel greatly altered the city's appearance. Between 1918 and 1921 many streets were paved and sewers and water mains installed.³³

In 1920 an 8,010 foot Promenade, generally referred to as the Prom, was built of concrete at a cost of \$200,000. Over 25,000 people attended the opening ceremonies on August 8, 1921.³⁴ An automobile Turn-Around was built near the middle of the Prom, at the end of Broadway Street. The traffic has since become so heavy that most of Broadway is one-way, and police are stationed to hold back traffic while others are circling the Turn-Around. Soon after the Prom opened many gift shops, amusement concessions and a ferris wheel were put in along Broadway by promoters.³⁵ Even though by the early 1900s Gearhart had become the area's fashionable resort,³⁶ Seaside was fast becoming the most popular one.³⁷

Presently Seaside has a permanent population of about 4,500. During

the summer this grows to 20,000. The segment of Seaside's economy which is based on tourism is currently on the increase. "The fishing and canning industry of the Columbia River draw heavily on Seaside labor."³⁸ Crown Zellerbach, whose operations cover most of the county, has its regional offices located just north of Seaside.

Cannon Beach

Cannon Beach developed more slowly. This was due to the difficulty of getting to the area throughout much of it's history. In the late 1800s hundreds of homesteaders moved onto land in the areas near Cannon Beach. In 1891 people were settling in Cannon Beach. The first hotel was built in 1892 by H.F. Logan. It was called the Elk Creek Hotel and was located on the north bank of Elk Creek. It was run by various proprietors until it burned in the summer of 1913. It's only competition was the Hotel Bills, which was built on the south bank of Elk Creek in 1904-05 by George Bills. The hotel had ten sleeping rooms and offered room and board for twelve dollars a week. In 1901 H.F. Logan built the Elk Creek Toll Road, which allowed travel by horseback and stage to Seaside.³⁹ These two hotels and a few scattered homes constituted Cannon Beach at that time.⁴⁰

In pioneer days the community was called Elk Creek. This was changed to Ecola when the first post office was established on November 10, 1910, because there were an abundance of towns named Elk Creek. The mail was often missent to Eola, a town west of Salem. To avoid this the name was changed to Cannon Beach in 1922.⁴¹

Cannon Beach began to develop as a resort area during this period. In 1935 the Ecola Inn was opened. This hotel featured a gift shop, dining room and an excellant view of Haystack Rock. In 1944 Rev. Archie McNeill

and his wife bought the Cannon Beach Hotel, which had previously been the Elk Creek Hotel. The purchase included some cottages and surrounding grounds. This was the beginning of the Cannon Beach Conference Center. The purpose was to give county residents and tourists the opportunity to hear some of the 'world's best' religious speakers. In 1958 there were 14 buildings on the grounds.⁴² Today the Center can accomodate three-hundred guests. It offers a diverse summer program of religious speakers, conferences and workshops.⁴³

Cannon Beach has long been noted as "a Mecca of those who in their vacations want more of nature than of man."⁴⁴ Many artists and poets find the area to be one condusive to inspiration. Many people come to the town to witness or participate in plays, poetry readings, art shows, conferences, classes and workshops. Cannon Beach, which was incorporated in December 1955, has a resident population of 810. It's economic base is tourism.

ANALYSIS OF ATTRACTION COMPLEXES

This section compares and contrasts the visitor attraction nuclei, inviolate zones and zones of closure of Cannon Beach and Seaside. The establishments within each nucleus are listed, mapped and compared as to type; such as carnival, arts and crafts, and services. Some pertinent characteristics, such as sounds, appearance and presence or absence of neon signs are discussed.

The visitor attraction nucleus of each town is basically linear along a specific street. The end boundaries are defined by natural and man-made boundaries. The nucleus extends one block on each side of the specific street, as the density of establishments decreases greatly before

this point is reached.

The Zone of Closure

The attraction nuclei of Cannon Beach and Seaside share a common zone of closure, U.S. 101, which provides access to both communities from the north and south. The primary highway link to Portland and the northern Willamette Valley, U.S. 26, joins U.S. 101 midway between Cannon Beach and Seaside. Nearby towns, state parks and private enterprise provide complimentary attractions for visitors to, and residents of, Cannon Beach and Seaside. Map 4 locates some of these.

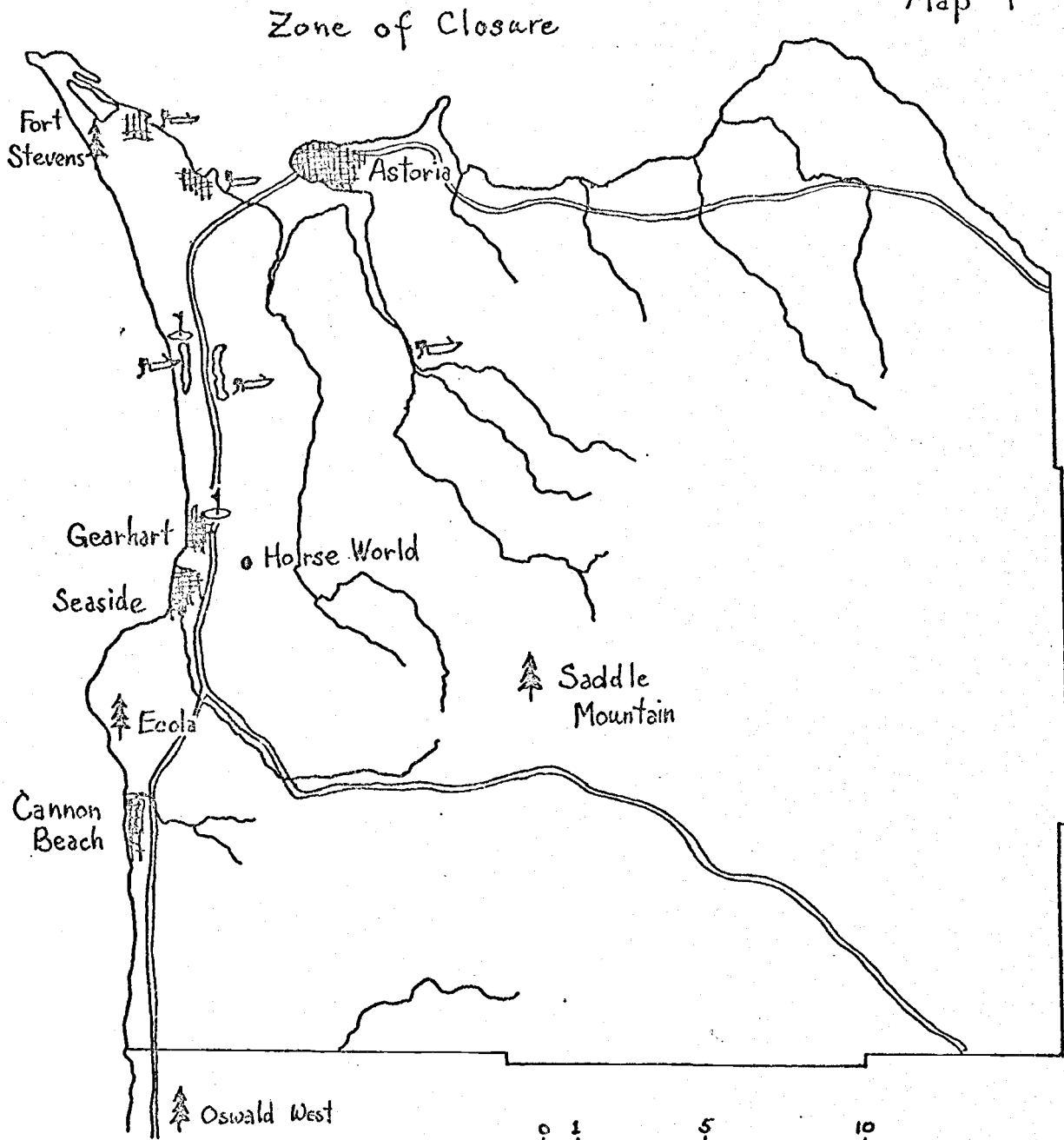
The Inviolate Belt

Unlike their zones of closure, Cannon Beach and Seaside's inviolate belts exhibit some notable differences. To demonstrate some of these differences this section compares the routes taken by motorists as they approach each attraction nucleus from the junction of U.S. 26 and U.S. 101. The numbers in parenthesis locate the routes, and other points, on the accompanying maps.

Seaside

A motorist approaching Seaside from the junction first travels through a rural agricultural zone (1). See Map 5. The view to the west is of the tree-lined backside of Tillamook Head. As he approaches the city he skirts a commercial resort zone and a low density residential zone (2). The area is also the site of a golf course. Upon entering the city limits he enters a general commercial zone which is moderately developed and contains a diversity of visitor and non-visitor oriented attractions and services (3). Now the motorist must pass through either a high density residential zone (4) or, as is more likely, the central business district

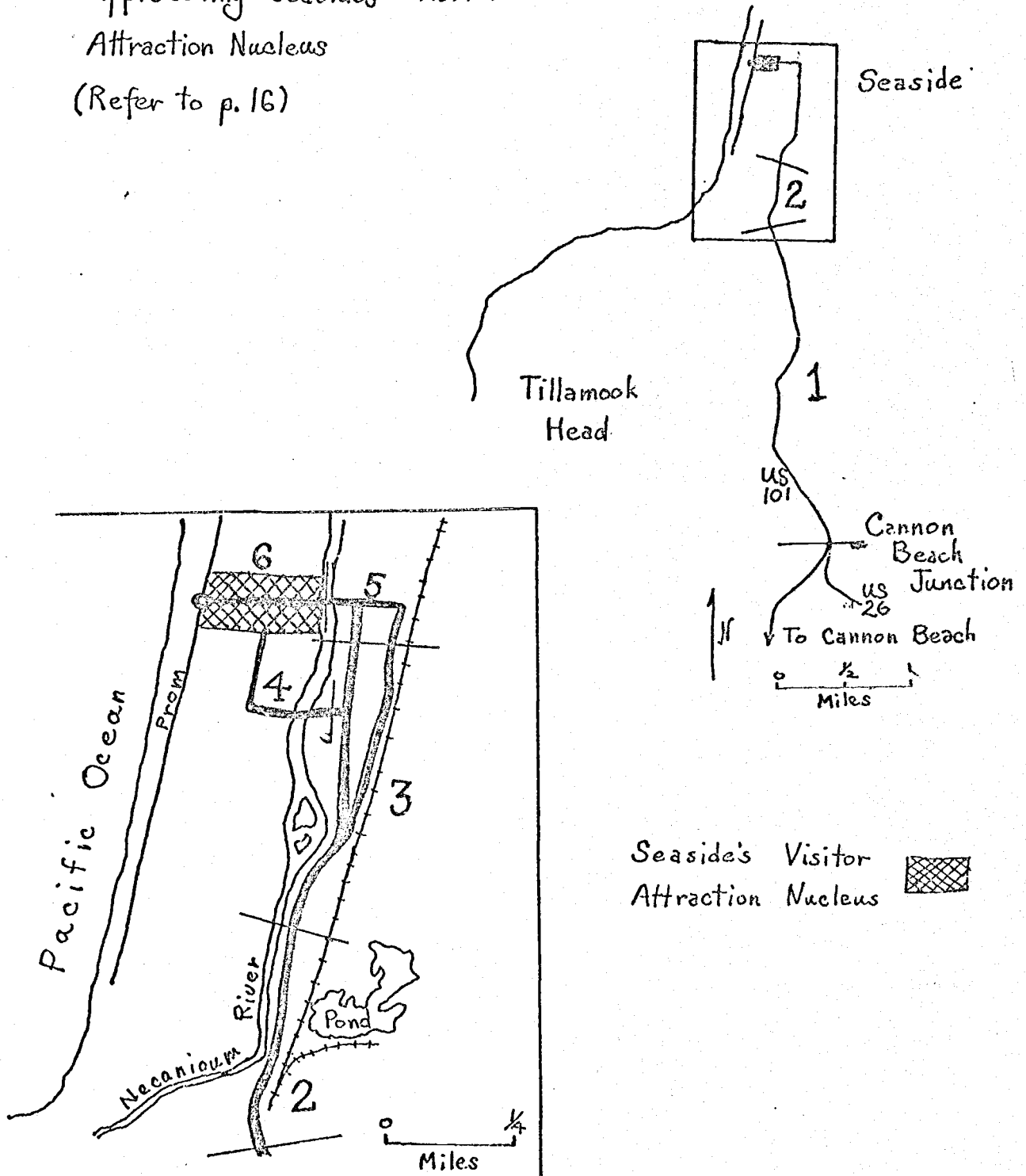
Map 4



- 🌲 State Park
- ➡ Boat Ramp
- ⌚ Golf Course
- Private Enterprise

Map 5

Approaching Seaside's Visitor
Attraction Nucleus
(Refer to p. 16)



of Seaside (5). On a busy weekend traffic is one-way and slow-moving, on Broadway, across the Necanicum River and through the attraction nucleus to the Turn-Around (6). A motorist approaching from the north has a similar experience. In either case, the ocean is not sighted until he reaches the Turn-Around.

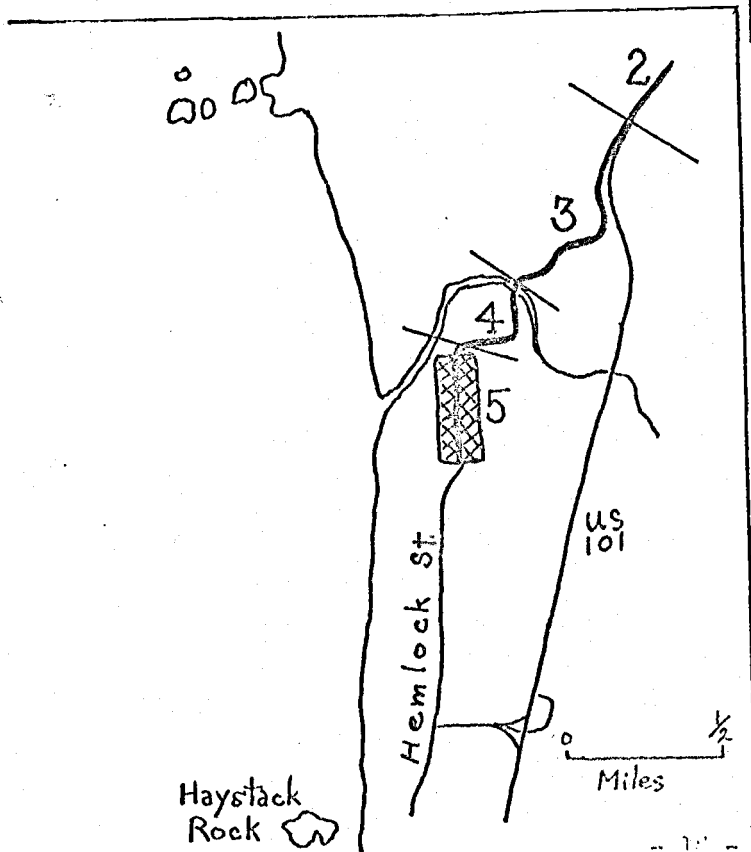
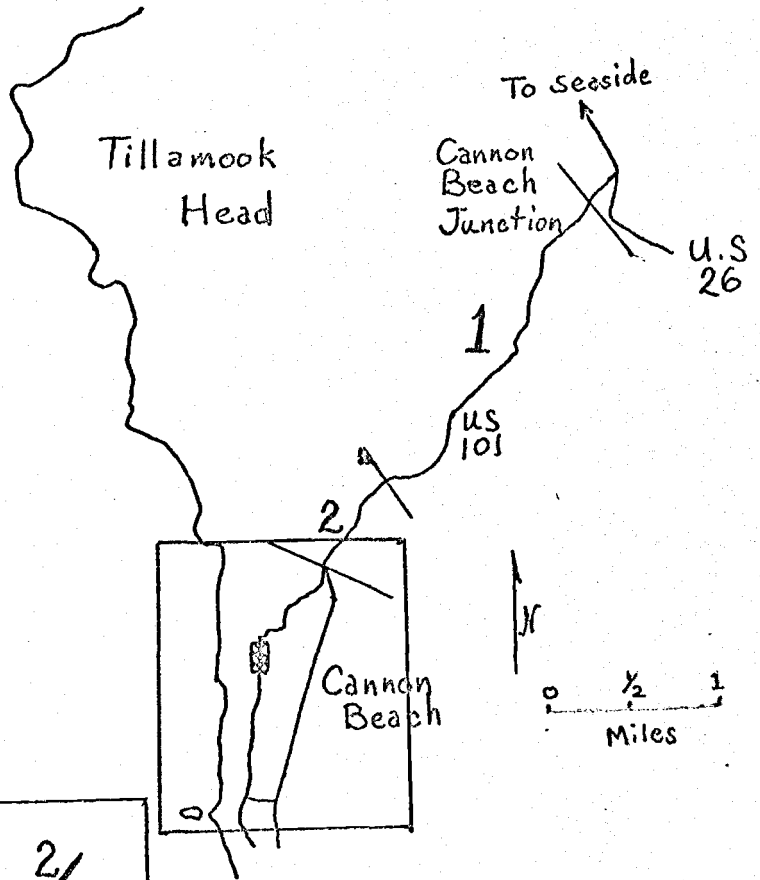
Cannon Beach

When approaching the visitor attraction nucleus of Cannon Beach from the junction, the motorist travels on a gently winding, somewhat narrow road through a forested area (1). See Map 6. This opens out as the northern most exit to Cannon Beach is approached and the ocean, beach and Haystack Rock are visible (2). Upon exiting U.S. 101, travelers move down a short, winding road along a wooded medium density residential zone (3). Just before reaching Elk Creek, the ocean is again visible as the motorist passes through a resort motel zone. After crossing Elk Creek he passes through a small section of limited commercial and resort-motel zones (4), and enters the visitor attraction nucleus of Cannon Beach (5).

Three exits to Cannon Beach from U.S. 101, which are south of the visitor attraction nucleus, bring the motorist to Hemlock Street. This street winds through low, medium and high density residential zones and resort hotel zones before reaching the attraction nucleus. It affords occasional views of the ocean, beach and Haystack Rock, thus increasing a feeling of openness in the area. While approaching Cannon Beach from the south on U.S. 101 the motorist has sight of the ocean, coastline and Haystack Rock to the west and north, and timbered uplands to the east.

Map 6

Approaching Cannon
Beach's Visitor
Attraction Nucleus
(Refer to pp. 16 & 17)



Cannon Beach's Visitor
Attraction Nucleus



The Nucleus

The visitor attraction nucleus in Seaside is contained within a commercial resort zone on the west end of Broadway. As defined herein it extends along Broadway from the Necanicum River to the Turn-Around, and one block to either side of Broadway. The street slopes gently upward from the Necanicum to the Turn-Around.

The visitor attraction nucleus in Cannon Beach is located within a general commercial zone on the northern part of Hemlock Street. It extends along Hemlock from Third Street to First Street, and one block to either side of Hemlock. The area at the southern end has more open space, with much of that area devoted to parking facilities.

The following are the categories of commercial establishments found within each nucleus: Arts and Crafts, Carnival, Food, Markets, Taverns, and Non-Visitor Oriented. The names and location of these establishments are given in the Appendix. Table I compares the percentages of each establishment category in Cannon Beach with that establishment category in Seaside.

TABLE I

Establishment Type	Number of the Type of Establishment		Percent of the Total for that Nucleus	
	Cannon Beach	Seaside	Cannon Beach	Seaside
ARTS AND CRAFTS	31	9	48.44	13.04
CARNIVAL	0	10	-----	14.49
FOOD	12	21	18.75	30.43
MARKETS	3	0	4.69	-----
TAVERNS	1	5	1.56	7.25
NON-VISITOR ORIENTED	17	24	26.56	34.78
TOTALS	64	69		

Arts and Crafts

These are establishments which sell or exhibit art objects, such as paintings and sculpture and/or handcrafted items. Clothing is excluded unless handmade. Giftshops are included because they sell some handicraft items; some of high quality.

Thirty-one, or 48.44 percent, of the establishments in the visitor attraction nucleus of Cannon Beach are in the Arts and Crafts category. Most are located in the southern half of the nucleus. Seaside has eleven establishments, or 13.04 percent in this category. Six of these eleven are Gift Shops, as compared with three out of thirty-one in Cannon Beach. There are no Arts and Crafts Galleries in Seaside's nucleus, as compared to two in Cannon Beach's nucleus. There is a greater opportunity to browse in arts and crafts establishments in Cannon Beach than in Seaside.

Carnival

This establishment type includes carnival rides, go carts, and arcades; which are areas with coin operated machines such as pinball. Miniature golf is placed in this category.

Cannon Beach has no establishments of this type within its visitor attraction nucleus. One shopkeeper said that such enterprises are discouraged, and cited an aborted attempt to open an establishment which would have featured bumper-cars. There is a gas station in the commercial zone next to Elk Creek which does house a half dozen pinball and other assorted coin operated machines. It is unobtrusive in appearance.

The Seaside visitor attraction nucleus has ten establishments in this category, for 14.49 percent of the establishments. One of these, Funland (40), includes many rides and mechanical games, and covers a

relatively large area. The mechanical noises and other sounds which these establishments produce results in an awareness of their presences beyond that expected from their relative numbers.

Food

This category includes restaurants, drive-ins, and specialty food ships, such as bakeries and candy stores. The visitor attraction nucleus in Cannon Beach has twelve in this category, for 18.75 percent of the establishments. Seaside's nucleus has twenty-one, or 30.43 percent, in this category. All types of establishments in this category are represented in both visitor attraction nuclei.

Markets

In this category are grocery stores and specialty markets. Seaside's visitor attraction nucleus has none in this category, while Cannon Beach's nucleus has three, or 4.69 percent, in this category. These could be included under the category of 'Food,' but the absence of this type of establishment from Seaside's nucleus points out a difference in the total function of each visitor attraction nucleus. Seaside's nucleus is separated from its central business district by natural and man-made boundaries. In Cannon Beach the central business district is more noticeably merged with the visitor attraction nucleus.

Taverns

This category includes establishments which primarily serve alcoholic beverages. Cannon Beach's visitor attraction nucleus has one, representing 1.56 percent of the total number of establishments. Seaside has five taverns, or 7.25 percent. Three of the restaurants in Cannon Beach's

nucleus and four of those in Seaside's nucleus serve alcoholic beverages in addition to food.

Non-Visitor Oriented

In this category are services and establishments which are by their nature oriented primarily towards local residents, such as gas stations, clothing stores, banks and barber shops. This does not preclude their gaining business from visitors. Seaside's visitor attraction nucleus has twenty-four, or 34.78 percent, of the total establishments in this category. Cannon Beach's nucleus has seventeen, or 26.56 percent, in this category.

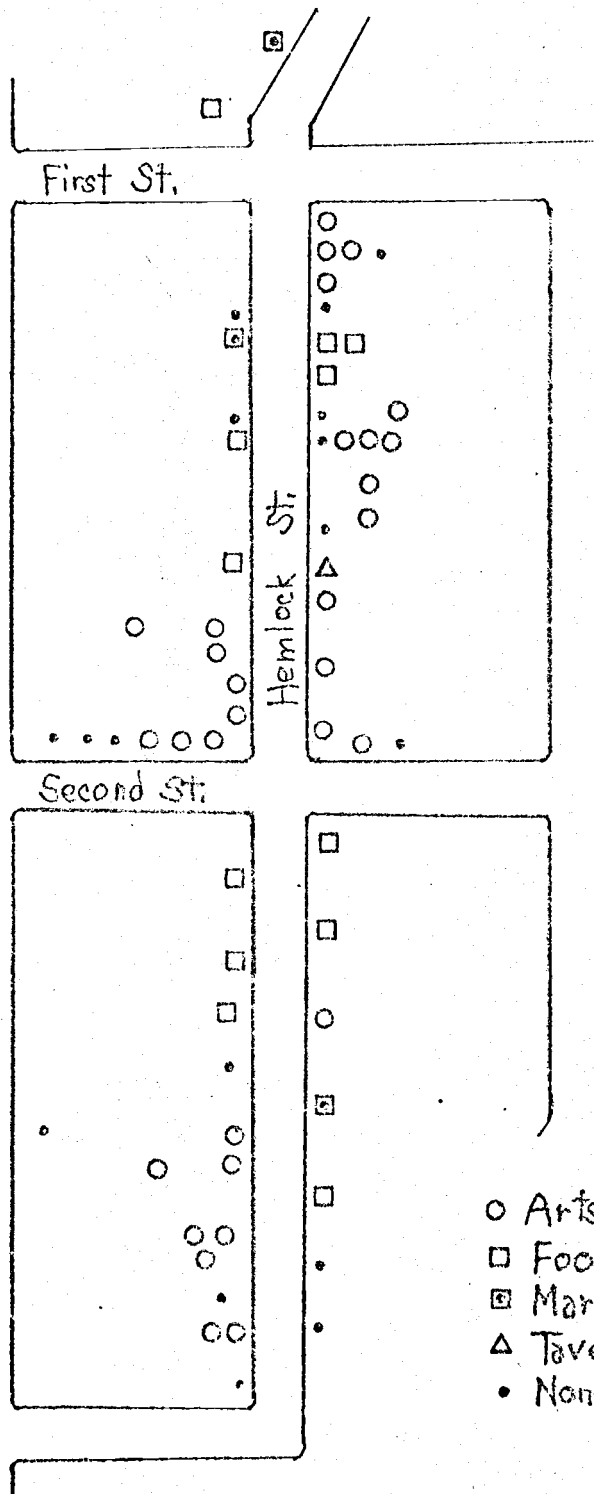
Maps 7 and 8 show the distribution of each establishment type. Those in Seaside are located on the street, and form an almost unbroken line of store fronts. In Cannon Beach many establishments are set back from the street. Walkways and open space provide access, often from both the east and west sides of the block.

Sights and Sounds

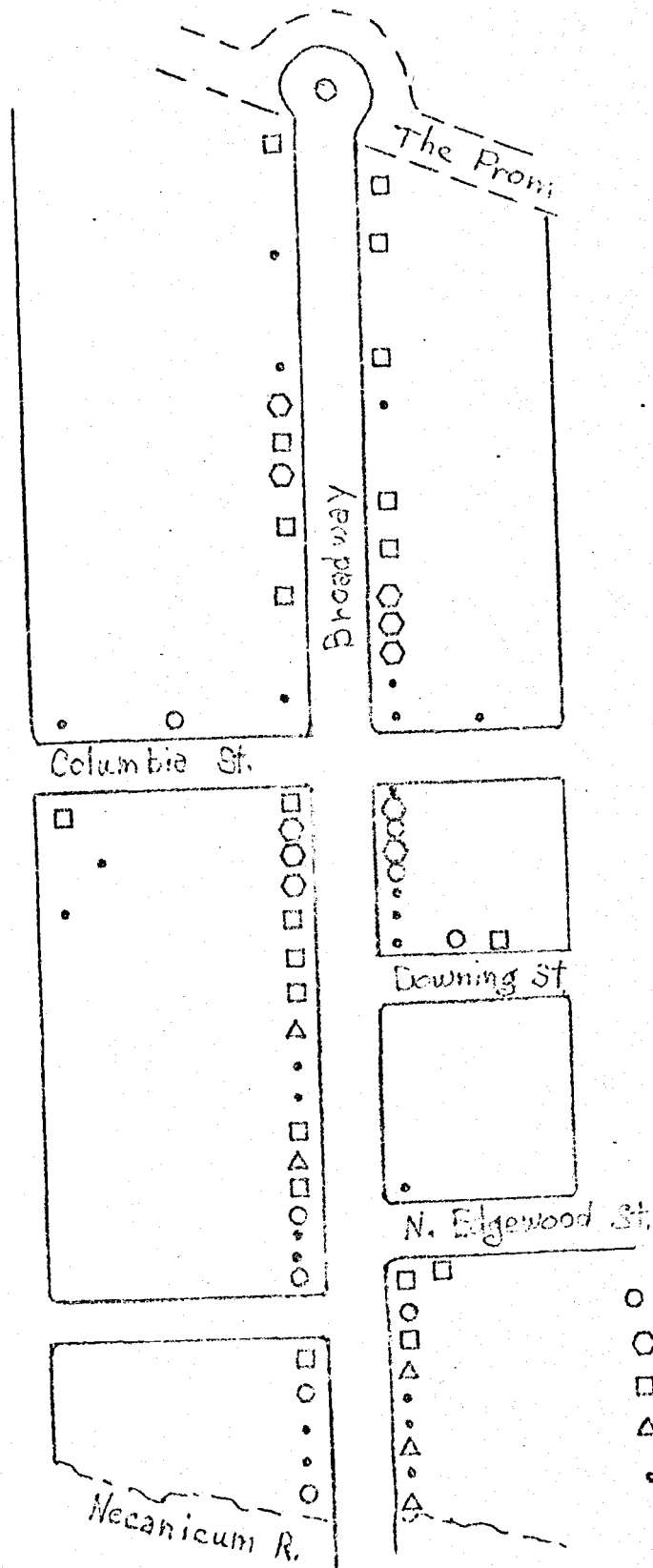
The Data List in the Appendix lists some additional observations. If an attraction exhibited the quality in question, then an 'x' was put in that column.

A subjective appraisal was made of the general construction or facade of each establishment. Sixty, or 93.75 percent, of the establishments in Cannon Beach's visitor attraction nucleus and thirty-one, or 44.93 percent, in Seaside's were primarily wood. (See Data List in the Appendix.) These figures are somewhat misleading because some establishments are often located in the same building, as is more often the case in Cannon Beach.

Map 7



Map 8



Distribution of
Establishments
in Seaside's
Attraction Nucleus

- Arts & Crafts
- Carnival
- Food
- △ Taverns
- Non-Visitor Oriented

However, the figures do reflect the general impression of more wood structures in Cannon Beach's nucleus. Many of the recent structures in the south end of the visitor attraction nucleus of Cannon Beach have a shake and rough plank type of exterior.

Some establishments advertise with a neon or internally lit sign. Cannon Beach's visitor attraction nucleus has nine, for 14.06 percent. Seaside's has thirty-five for 47.83 percent. Many of the signs in Cannon Beach are carved or painted on wood, with only a light bulb to illuminate them at night. Many of the signs in Seaside are set above the sidewalk, and are a noticeable feature during the day.

The category of Sounds includes music, people noise and mechanical noise that is audible outside the immediate confines of the establishment. Cannon Beach's visitor attraction nucleus has three establishments in this category, for 4.68 percent, as compared with Seaside's which has eleven for 17.39 percent. In Seaside the noise contribution due to those establishments in the Carnival category is substantial. On a busy weekend there is a common level of 'background' noise, in both Cannon Beach and Seaside, due to people and cars in the streets. During the week, especially in the off-season, fewer Carnival establishments are in operation. During such periods the contrast between Cannon Beach's and Seaside's visitor attraction nuclei, as relates to noise, is not as great.

CONCLUSIONS AND RECOMMENDATIONS

The combination of site characteristics and historical development has played an important part in establishing Cannon Beach and Seaside's personalities. Seaside's greater, and more rapidly developed, accessibility contributed to its more rapid growth, both as a community and tourist attraction. Thus, to the differences in personality due to the site charac-

teristics of each beach, were added differences due to the size of each community. The building of the Prom and the subsequent location of tourist entertainments along Broadway in Seaside further differentiated the two community's personalities.

Presently the main contributors to each community's personality are characteristics of their inviolate belts and visitor attraction nuclei. Those most important in the inviolate belt are the presence or absence of man-made structures and the visibility of the coastline as the nucleus is approached. There are some measurable factors in the visitor attraction nuclei. These are:

- 1) The greater incidence of Arts and Crafts establishments in Cannon Beach's visitor attraction nucleus, than in Seaside's.
- 2) The presence of the Carnival establishments in Seaside's visitor attraction nucleus and their absence in Cannon Beach's. An important aspect of the Carnival establishments is noise.
- 3) The greater incidence of neon and internally lit signs in Seaside.
- 4) The difference in the appearance of buildings, due to their construction materials, and their location.

Some characteristics of Cannon Beach and Seaside have assumed more importance than others in defining their personalities. For example, the percent of Arts and Crafts and Carnival attractions which indicates differences, is given more weight than the heavy automobile and pedestrian traffic on summer weekends, which points up similarities in personality. A study of what characteristics other visitors see as defining Cannon Beach and Seaside's personalities would be valuable. Such a

study could also be indicative of the kinds of visitors that are attracted to each community.

APPENDIX

Table 2

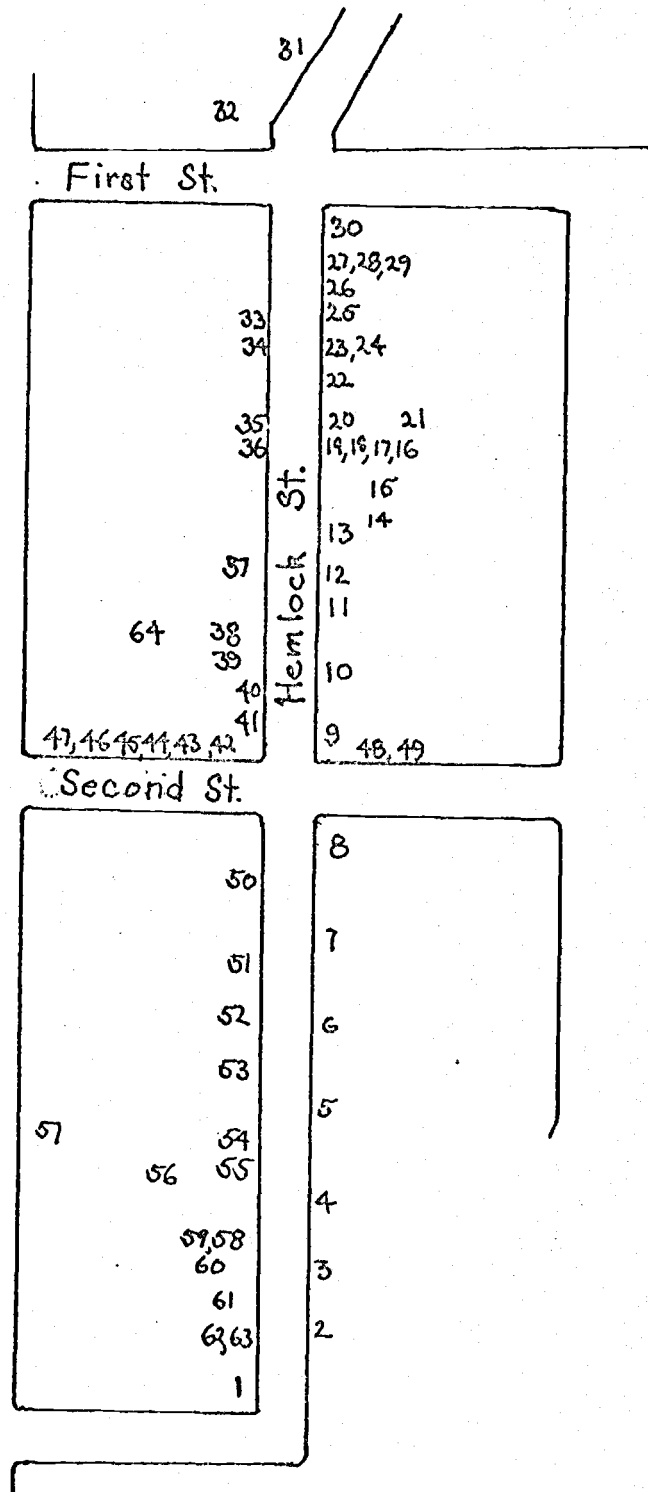
CANNON BEACH ESTABLISHMENTS

Establishment	Category*	Wood Construction	Neon or Internally Lit Signs	Sounds	Comments
1 Standard Station	NVO		x	x	
2 ARCO Station	NVO		X	x	
3 Poodle Pad	NVO	x			
4 Bruce's Candy Kitchen	F	x			Candy and Gifts.
5 Osburn's Grocery and Meats	M	x	x		
6 Group W	AC	x			Jewelry Shop.
7 Ratskeller West	F	x	x	x	Steaks, sandwiches, beer.
8 The Whaler Restaurant	F	x	x		
9 Grandma Ruthies'	AC	x			Clothes, knits.
10 Piccadilly Print Shop	AC	x			Some gifts, booklets, cards.
11 The Carronade	AC	x			Flowers, pots, arrangements.
12 Bill's Tavern	T	x	x		
13 Ducher's for Variety	NVO	x			Gifts, art supplies, clothes.
14 Gallery	AC	x			Art Exhibits.
15 Antiques	AC	x			
16 Inglenook	AC	x			Handweaving on premices, macrame', pottery.
17 Haystack Shack	AC	x			Small gift shop.
18 Steidel's	AC	x			Original art and prints.
19 Vince Curry	NVO	x			Real Estate.
20 Janet Repels	NVO	x			Real Estate.
21 Sculpture and Jewelry	AC	x			Wire sculpture done in shop.
22 Bakery	F	x			
23 Ice Cream Store	F	x			
24 Blue Room	F	x			Small restaurant.
25 Innisfree	NVO	x			New and some used books.
26 Lotusland	AC	x			Leather and other crafts.
27 Winds	AC	x			Nautical things and antiques.
28 Purple Puffin	AC	x			
29 U.S. Bank	NVO	x			Unusual structure for a bank.
30 Coaster Theater	NVO	x			Plays, shows, movies.
31 Malo Crab and Fish	M	x			
32 Burger Factory	F	x			

Establishment	Category*	Wood Construction	Neon or Internally Lit Signs	Sounds	Comments
33 New Library	NVO	x			Under construction.
34 Mariner Market	M	x			Old food containers on display.
35 U.S. Post Office	NVO	x			
36 The Round Table	F	x	x		
37 Ye Old Driftwood Inn	F	x	x		Bar also.
38 Bizzare	AC	x			Pottery.
39 Rainbow Gallery	AC	x			
40 The Hollow Tree	AC				
41 Moon Road	AC				
42 The Painted Clam	AC	x			
43 Stained Glass	AC	x			
44 ?	AC	x			Houseplants and Terrariums.
45 Anne's Beauty Salon	NVO	x			
46 Surf Shop	NVO	x			Appears to be closed.
47 Rosebud's U-Wash	NVO	x			Laundromat.
48 Ocean Pottery	AC	x			
49 Library	NVO	x			
50 Log Cabin	F	x	x		Breakfast only.
51 Appalonsse Pizzia Gallery	F	x			
52 Appalonsse Seashore	F	x			
53 Drugs	NVO	x			
54 Wohler Sculpture	AC	x			Metal sculpture, dyed silk.
55 The White Bird	AC	x			Gallery.
56 Once Upon a Breeze Kite Shop	AC	x			Handmade kites.
57 Irish Bike Shop	NVO	x			
58 Gardenshop	AC	x			Plants.
59 Now and Then	AC	x			
60 Hold It	AC	x			Gifts (containers and baskets).
61 Beach Comber Hair Styles	NVO	x			
62 Cannon Beach Stained Glass	AC	x			
63 Sculpture JJJ	AC	x			Metal Sculpture.
64 J.P. Tootle Clam and Fish Co.	AC	x			Antiques.

*AC - Arts and Crafts
 F - Food
 M - Market
 T - Tavern
 NVO- Non-Visitor Oriented

Map 9



Location of

Establishments

in Cannon Beach's

Attraction Nucleus



Table 3

SEASIDE ESTABLISHMENTS

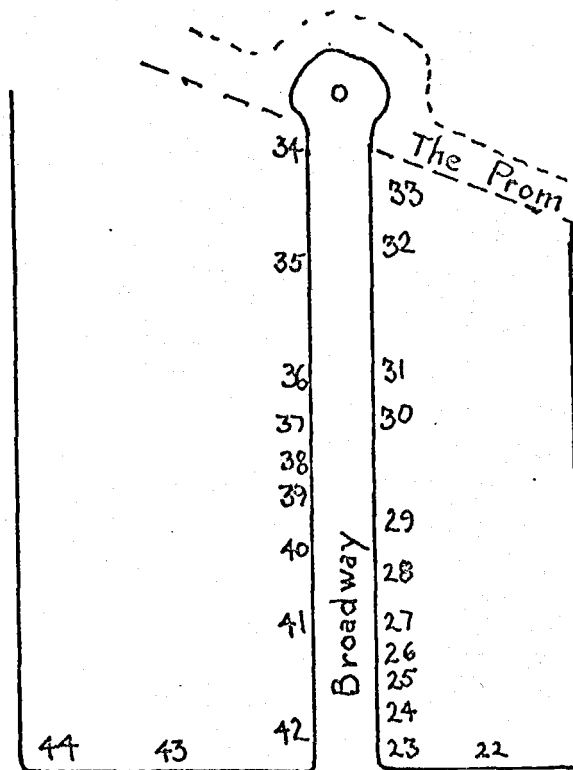
Establishment	Category*	Wood Construction	Neon or Internally Lit Signs	Sounds	Comments
1 Bridge Tender Tavern	T	x			View of Necanicum River.
2 Seaside Business Service	NVO	x			
3 Rhinegarten	T	x	x	x	Live music, dance floors.
4 Johnnies' Barber Shop	NVO				Religious organization.
5 Eckanter	NVO				
6 Tavern	T				
7 Broadway Cafe	F				
8 Seaside Agate Shop	AC		x		Gift shop.
9 Kan's Chop Suey Inn	F		x		
10 Kan's Hankow Inn	F		x		
11 Legg's Pharmacy	NVO	x	x		
12 Premier Restaurant	F		x		
13 Casa De Sol	AC	x			Mexican imports.
14 The Wee Flower Florist	NVO	x	x		
15 Christian Science Reading Room	NVO	x			
16 The Book Nook	NVO	x			
17 Gift Shop	AC	x			
18 Skee Barrel	C	x			
19 Seaside Gifts	AC		x		
20 Shooting	C	x		x	
21 Mode O'Day	NVO	x			Clothing.
22 Seaside Chamber of Commerce	NVO	x	x		Literature and information.
23 The Cover Up	NVO		x		Clothing.
24 The Clip Joint	NVO				Haircuts.
25 Ten Tiny Tees	C		x		Miniature golf.
26 Tilt-a-Whirl	C	x		x	Mechanical noise, screams.
27 Skooter	C	x	x	x	Bumper cars, screams, laughter.
28 Caramel Corn	F		x		
29 Mo's	F	x			Clam Chowder.
30 Prom Bike Shop	NVO		x		
31 Tiny Leonard's	F				Salt water taffy.
32 Seaside Motor Inn Lounge	F				
33 Seaside Motor Inn Restaurant	F				
34 Caramel Corn	F				

Establishment	Category*	Wood Construction	Neon or Internally Lit Signs	Sounds	Comments
35 Terhars	NVO	x			Clothing.
36 The Band Box	NVO		x		Clothing.
37 Fun Zone	C	x		x	Arcade.
38 The Carasel Hut	F				Ice cream, fountain.
39 Family Fun Center	C		x	x	Rides, go carts, small midway.
40 Pronto Pup	F		x		Corn dogs, fountain.
41 Tom and Larry's	F				Candy shop.
42 Times	NVO		x		Movie theater.
43 B.J. Gifts	AC				
44 Bjorkland Furniture	NVO				
45 Speak	F		x		Chicken.
46 U.S. Post Office	NVO	x			
47 Seaside Stationary Company	NVO		x		Some art supplies.
48 Dog House	F				At entrance of Fun Center.
49 Fun Center	C		x	x	Arcade.
50 Fasionation	C	x	x	x	Skee ball games.
51 ?	C	x		x	Skee ball games, electronic shooting gallery, noise.
52 Phillip's Salt Water Taffy	F		x		
53 Hara's	F				
54 Muldoon Dining and Cocktails	F		x		
55 The Sandbar	T		x	x	Sandwiches.
56 Kaufman's	NVO				Clothing.
57 Ms. Gentry	NVO				Clothing.
58 Pig 'N Pancake	F	x	x		
59 Sandbagger Tavern	T	x	x	x	Sandwiches, foosball.
60 The Frontier	F	x	x		Bar, dance floor.
61 Smiles	AC	x			Plant store.
62 Thiel's Music	NVO	x			
63 Steve's TV	NVO		x		Repair.
64 Sea Trader Imports	AC	x			Gifts, books, antiques.
65 Sea Steak	F		x		
66 David's and Erickson's Gifts	AC	x			Porcelain.
67 Sea Shore Barber Shop	NVO	x	x		

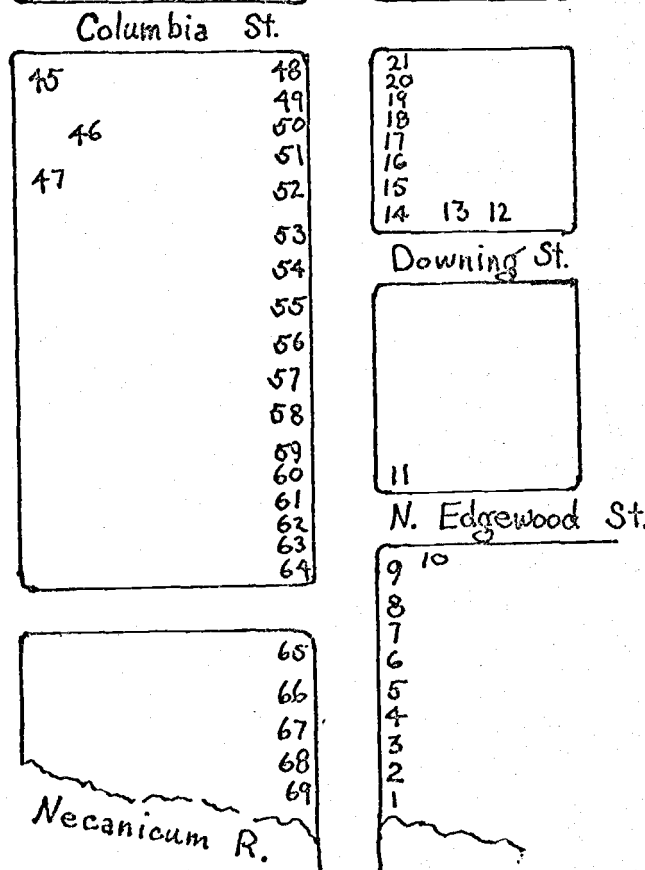
Establishment	Category*	Wood Construction	Neon or Internally Lit Signs	Sounds	Comments
68 Oregon Shoe Repair	NVO	x	x		
69 Necanicum Leather Works	AC	x			

*AC - Arts and Crafts
 C - Carnival
 F - Food
 T - Tavern
 NVO - Non-Visitor Oriented

Map 10



Location of
Establishments
in Seaside's
Attraction Nucleus



FOOTNOTES

1 Carl Ortwin Sauer, "The Personality of Mexico," in Land and Life, ed. by John Leighly (Berkeley and Los Angeles, University of California Press, 1963), p. 104.

2 Dan Stanislawski, The Anatomy of Eleven Towns in Michoac'an, (Austin, The University of Texas Press, 1950).

3 Cyril Fox, The Personality of Britain, (Cardiff, The National Museum of Wales, 1952).

4 Clare A. Gunn, Vacationscape: Designing Tourist Regions, (Austin, The University of Texas, 1972), p. 26.

5 Ibid., pp. 40-43.

6 Ibid., p. 40.

7 Ibid., p. 41.

8 Ibid., p. 41.

9 Richard M. Highsmith, Jr. and Jon M. Leverenz, Atlas of the Pacific Northwest: Resources and Development, (Corvallis, Oregon State University Press, 1968), p. 30.

10 Ibid., p. 30.

11 Emma Gene Miller, Clatsop County, Oregon, (Portland, Metropolitan Press, 1958), p. 145.

12 Ibid., p. 251.

13 Ibid., pp. 144-145.

14 Ibid., p. 155.

15 Mrs. Frankland Day, "Old Station Fades with New Era," Evening Astoria-Budget (March 10, 1955).

16 Miller, op. cit., p. 159.

17 Ibid., p. 162.

18 Ibid., p. 162.

19 Ibid., p. 162.

20 Ibid., p. 151.

21 Ibid., p. 152.

- 22 Ibid., p. 152.
- 23 Samuel C. Lancaster, The Columbia: America's Great Highway through the Cascade Mountains to the Sea, (Portland, The J.K. Gill Co., 1926), pp. 119-120.
- 24 Miller, op. cit., p. 153.
- 25 Ibid., p. 153.
- 26 Ibid., p. 163.
- 27 Inez Stafford Hanson, "When the Train Reached Seaside...", Oregon Historical Quarterly, 58-2 (June 1957), p. 127.
- 28 Miller, op. cit., p. 115.
- 29 Ibid., pp. 253-254.
- 30 Hanson, op. cit., p. 128.
- 31 Ibid., p. 139.
- 32 Marie Holst Pottsmith, "Pioneering Years in Hamlet, Oregon: A Finnish Community," Oregon Historical Quarterly, 61-1 (March 1960), p. 5.
- 33 Miller, op. cit., p. 116.
- 34 Ibid., p. 256.
- 35 Ibid., p. 257.
- 36 Ibid., p. 259.
- 37 Ms. Georgia Severson, interviewed August 18, 1975. (Portland, Oregon).
- 38 Seaside Chamber of Commerce and Boosters, 1974-75 Seaside Housing-Service Guide.
39. Miller, op. cit., pp. 108-111.
- 40 Ibid., p. 109.
- 41 Ibid., p. 123.
- 42 Ibid., p. 174.
- 43 Seaside Chamber of Commerce and Boosters, op. cit..
- 44 Miller, op. cit., p. 260.

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- 3 Fox, Cyril, The Personality of Britain, Cardiff, The National Museum of Wales, 1952.
- 4 Gunn, Clare A., Vacationscape: Designing Tourist Regions, Austin, The University of Texas Press, 1972.
- 5 Hanson, Inez Stafford, "When the Train Reached Seaside...", Oregon Historical Quarterly, 58-2 June 1957.
- 6 Highsmith, Jr., Richard M., and Leverenz, Jon M., Atlas of the Pacific Northwest: Resources and Development, Corvallis, Oregon State University Press, 1968.
- 7 Lancaster, Samuel C., The Columbia: America's Great Highway through the Cascade Mountains to the Sea, Portland, The J.K. Gill Co., 1926.
- 8 Miller, Emma Gene, Clatsop County, Oregon, Portland, Metropolitan Press, 1958.
- 9 Pottsmith, Marie Holst, "Pioneering Years in Hamlet, Oregon: A Finnish Community," Oregon Historical Quarterly, 61-1 March 1960.
- 10 Sauer, Carl Ortwin, "The Personality of Mexico," in Land and Life, ed. by John Leighly, Berkeley and Los Angeles, University of California Press, 1963.
- 11 Seaside Chamber of Commerce and Boosters, 1974-75 Seaside Housing-Service Guide.
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