TO:          HISTORIC LANDMARKS COMMISSION

THROUGH:     Lisa Anderson-Ogilvie, AICP, Deputy Community Development
Director and Planning Administrator

FROM:        Kimberli Fitzgerald, AICP, Historic Preservation Officer

SUBJECT:     Salem Main Street Association’s Alley Naming Project

ISSUE:
Salem Main Street Association’s Downtown Alley Naming Project.

RECOMMENDATION:
Information Only.

SUMMARY AND BACKGROUND:
The Salem Main Street Association (SMSA) was formed in March 2016 as part of the
National Main Street Program, which is based upon the successful Main Street
Approach developed by the National Trust for Historic Preservation Main Street Center.
Main Street America, led by the National Main Street Center, provides leadership,
technical assistance, and coordination to local communities to help build high quality
sustainable places through preservation-based economic development while
maintaining a sense of place. Oregon’s Main Street Coordinator is located here in
Salem, at Heritage Programs within the State Historic Preservation Office (SHPO).

In 2015, legislation established a permanent fund for the 2017 legislative session, so
that the SHPO can offer grants for up to $200,000 in matching funds for downtown
revitalization efforts in communities participating in the Oregon Main Street Network. In
the 2017 legislative session, an additional $5 million was approved for Oregon Main
Street projects, and $5 million in grants were awarded in the Spring of 2019 to
communities throughout Oregon.

Salem’s Main Street Association has not yet applied for any grants, as their organization
is still young and developing, and they do not have any full time staff. Salem’s Main
Street Association is a nonprofit organization that operates through a volunteer
community Board. In addition to the Board, there are four standing committees made up
of board members and interested residents. The committees include: Promotions,
Economic Vitality, Design and Organization.

IN 2018, SMSA’s Design Committee decided to embark upon a project to name Salem’s
downtown alleys.
SMSA’S DOWNTOWN ALLEY NAMING PROJECT - FACTS AND FINDINGS:

1. **HLC Staff Background Research.**

SMSA’s Design Committee representatives initially requested assistance from the Historic Landmarks Commission staff regarding understanding the history of the downtown alleys in the Spring of 2018, to help inform their understanding of the history of the alleys and in particular whether any alleys had been historically named.

As HLC staff had received a CLG grant to complete an update to Salem’s Downtown Historic District National Register Nomination in the summer of 2018, the timing was good for providing this updated research information to SMSA’s Design Committee. In the fall of 2018, after this research work was completed, HLC staff prepared a packet which included a map and several alternative historic names for alleys within and adjacent to Salem’s Downtown National Register Historic District (Attachment A).

2. **SMSA Recommended Names and Flier.**

After receiving this historic information packet, the Salem Main Street Design Committee met with the larger SMSA Board and recommended five (5) names for a selected number of alleys. The Committee developed a flier announcing their project, which they mailed and also distributed by hand to downtown property and business owners, asking for support in naming the alleys (Attachment B).

3. **Request for HLC Letter of Support; Proclamation and Summer Outreach**

SMSA has written to the HLC requesting the Commission’s support with their next step of the project (Attachment C). In June, they would like Salem City Council to issue a Proclamation proclaiming Salem Alley Days for the summer of 2019. Their intention with this summer long event is to have a table at SMSA’s First Wednesdays and On Your Feet Fridays, which will have information about their alley project, and provide an opportunity for interested parties to participate in a survey regarding alley naming. They are requesting a letter of support for their project, which they can then forward to the City Council.

The SMSA Design Committee would also appreciate HLC’s assistance with the development of an online survey which they plan on hosting on their website. In addition, they would appreciate assistance with getting the word out about their survey as well as assistance with hosting their table throughout the summer.

After the additional survey and outreach, the SMSA Board will select the final names for the alleys, based upon the survey and naming criteria.

Attachments: (A) Historic Research – Alley Name Alternatives  
(B) SMSA Flier  
(C) SMSA Letter to the HLC
Summary: While completing research for an update of the Salem Downtown Historic District researcher Kirsten Straus was tasked with finding any information about historic names for alleyways downtown. While unable to find any evidence that the alleyways downtown were ever officially named, below are suggestions for the names of alleyways downtown based on historic information.

Historic Precedent for originally suggested names:

1. Electric Alley – in a review of the primary documentation (maps and newspaper records) about downtown, researchers were unable to confirm the historic nature of the name “Electric Alley.” However, “Electric Alleys” was the name of a bowling alley located in Salem from 1914-1915. There was also a team named “Electric” that competed in tournaments at Electric Alleys, so there are a lot of mentions of the “Electrics” at “Electric Alley.” However, there was no evidence of this name referring to anything but a bowling alley. Regardless, it is an appropriate name for the alley because of its association with the Electric Building.

2. Pastoral Alley – reference to the mural on the wall of the Christian Science Reading Room.

3. No-No Alley – Could not find any evidence of this name in the newspaper record.

4. Spirited/Gallery Alley – This alley has been called “Gallery Alley” in the very recent past, though there is no historic precedent for this name. It is true that this alley was the site of many gaming and recreation-type businesses, the inspiration behind “Spirited Alley.”

5. Peppermint Flats – I was able to confirm that Peppermint Flats is the old name for the area around Ferry and High Streets. This name could apply to several different blocks.

Research Methods:

Using the digitized records of the Statesman Journal (formerly the Oregon Statesman and Capital Journal), researchers preformed a text search of the word “alley.” Researchers then selected a ten year period beginning with the earliest newspapers records and used the “best match” feature to scroll through the first one-hundred result for each ten year period to find any specifically mentioned alleys.

Other reference materials included historic maps, including Sanborn Fire Insurance maps, the 1876 and 1905 Birds-Eye Salem, and the 1878 Williams and Co. Historical Atlas of Marion and Linn Cos.
Note: Researchers confirmed that there was another attempt to name the alleys in the 1980s, congruent to the efforts to beautify the alleys. It appears that this effort was not ultimately successful however, as there are no follow up mentions in newspaper records.

Note: The photos attached in this report are intended for reference purposes only. Proper permissions must be received from the correct institution to use photos for any other purpose.
Alley One
Eldriedge Alley – named for the Eldriedge block. The north half was demolished to build the Chemeketa Parkade.

Electric Alley – named for the Electric Building and Electric Apartments that face along Liberty St NE.

Stuesloff – The Stuesloff building is located at 399 Court Street. It went through an extensive remodel in 1940 so an alley name would be a good opportunity to showcase the historic look of the building.

Alley Two
Wexford Alley – named for the Wexford Theater which used to face along Court St.

Golden Pheasant Alley – named for the Salem restaurant which was open at the same location (248 Liberty St NE) from 1936 to 1995.

Pastoral Alley – named for the 1987 mural on the side of the Christian Science Reading Room.

Alley Three
Fortune’s Corner/Fortune’s Alley – named for two bank buildings in this block and a store which was called “Fortune’s Corner”

Alley Four
Eckerlen Alley – built two buildings on either side of the alley.

Joseph Meyers Alley – Bottom floor of Reed Opera House was the Jos. Meyers Store for many years. His dramatic personal tales were common fodder for the local newspapers and his story would be an interesting way to humanize the past.

Durbin’s Alley – The Durbin Bros. Livery was located at 120 Commercial St NE.

Statesman Alley – The first Statesman building was located at 162 Commercial St NE.

Alley Five
Fashion Alley – named for the “Fashion Stables” that were located first at the SW corner of High and Court and then relocated closer to the NW corner of State and High after the construction of the I.O.O.F. Hall.

Bligh Alley – named for the Bligh Hotel and Theater which was located on this block.
Alley Six

Patton’s Alley – named for Patton’s Block which was subsumed by the Ladd and Bush Bank.

Tioga Alley – named for a block that was mostly demolished for the construction of the Livesley Building.

The Spa Alley – named for a longtime Salem restaurant that was located in the last remaining section of the Tioga block from 1891 to 1948.

Alley Seven

George Sun Alley – named for the contributions that Sun made as Mayor of Salem’s Chinatown. This is an excellent opportunity to highlight the forgotten history of Salem’s Chinatown, as this block was once part of Chinatown.

Alley Eight

Peppermint Flats – named for the mint that used to grow in this part of town. This is a verified historic name. Looks like there is a little flexibility on placement because this general area was known as Peppermint Flats – alley name could be moved west one block.
Alley One Options:

Electric Alley- named for the Electric Building and Electric Apartments that face along Liberty St NE.

Steusloff Alley- the Stuesloff building is located at 399 Court Street. It went through an extensive remodel in 1940 so an alley name would be a good opportunity to showcase the historic look of the building.

Eldriedge Alley- named for the Eldriedge block. The north half was demolished to build the Chemeketa Parkade.
Description
East side 200 block of N. Commercial Street, ground floor at left is Barnes Cash Store, Dry Goods, and at center is Daniel Fry Drug Store.

People
Fry, Daniel J.
Description
Steusloff Brothers Inc. Meat Market. NW corner of Court and Liberty Streets. The store was also a grocery store.
1917 Electric apartments hidden behind facade for 50 years

Clipped By:

kstraps
Wed, Aug 22, 2018
Alley Two Options:

**Wexford Alley** – named for the Wexford Theater which used to face along Court St.

**Golden Pheasant Alley** – named for the Salem restaurant which was open at the same location (248 Liberty St NE) from 1936 to 1995.

**Pastoral Alley** – named for the 1987 mural on the side of the Christian Science Reading Room.
1911 Wexford Theater

Clipped By:

Ferg89
Thu, Sep 14, 2017
1916 D'Arcy to build

Clipped By:

kstraps
Fri, Aug 10, 2018
1936 The Golden Pheasant Opens

Clipped By:

Ferg89
Mon, Dec 11, 2017
The Golden Pheasant
Fine Foods
Salem, Oregon
Sensibly Priced

-16-
1995 Nopp sells Golden Pheasant

Clipped By:

Ferg89
Mon, Dec 11, 2017
Alley Three Options:

Fortune’s Corner

Fortune’s Alley
BANK TALKS

BY THE---
UNITED STATES NATIONAL BANK
OF SALEM, OREGON.
NO. 13 - THE SOURCE OF POWER.

Which turns the wheel of the mill of prosperity, is money. Without money you can not even start the wheel, but once started, it turns easier with every revolution. There is but one way to accumulate money, and that is by saving. A little money and a good credit established, by consistent saving, will accomplish wonders. We want you to get ahead, and stand ready to help you. Nothing opens the gateway to success so quickly as

MONEY IN THE BANK

and nothing gives you more satisfaction than the feeling that you are independent. It adds to your good cheer, brings contentment and makes your whole life easier to live. These happy results do not require a big bank balance. Begin with any small amount you can spare, and add to it regularly from your surplus earnings of these prosperous days. Every dollar saved and deposited in bank is adding just so much to

FORTUNE'S CORNER STONE
United States National Bank

1908 Fortune's corner

Clipped By:
sjlong687
Thu, Mar 29, 2018
Alley Four Options:

**Eckerlen Alley** - built two buildings on either side of the alley.

**Joseph Meyers Alley** - Bottom floor of Reed Opera House was the Jos. Meyers Store for many years. His dramatic personal tales were common fodder for the local newspapers and his story would be an interesting way to humanize the past.

**Durbins’ Alley** - The Durbin Bros. Livery was located at 120 Commercial St NE.

**Statesman Alley** - The first Statesman building was located at 162 Commercial St NE.
1890 Eckerlin's New Block

Clipped By:

kstraps
Tue, Aug 7, 2018
1906 Eckeren Building

Clipped By:
kstraps
Thu, Jul 19, 2018
1908 Meyers is a successful man, will add annex to current store (Reed Opera House)

Clipped By:

kstraps
Fri, Aug 10, 2018
1908 Meyers store celebrated for plate glass windows

Clipped By:

kstraps
Fri, Aug 10, 2018
1908 Meyers had a really dramatic life

Clipped By:

kstraps
Fri, Aug 10, 2018
Description
Commercial & State Streets in Salem Oregon, 1880's

Description

PHOTO ID 12013
TITLE Commercial & State Streets in Salem Oregon, 1880's
COLLECTION Ben Maxwell
DESCRIPTION This photo of the early business district in Salem, Oregon, looks north on Commercial Street from the intersection with State. It was taken ca 1886; the business in the foreground is not in the 1889 city directory, but the R.M. Wade & Company, carrying hardware and farm implements, is listed at 282-286 Commercial and can be seen further down the block. Salem streets were renumbered in 1904. The buildings are a mix of one story and two story; the two-story ones are brick with high narrow arched windows, and a covered walkway with raised wooden sidewalks. Horse-drawn wagons can be seen on the dirt road and a wagon loaded with hay is on the right.
DATE ca 1886
SUBJECTS R.M. Wade & Company; Salem, Oregon; dirt roads
PHOTOGRAFER Cronise Studio
COLLECTOR Ben Maxwell
OBJECT b/w photo
DIMENSIONS 5 in. H x 7 in. W
PHOTO SOURCE Salem Public Library
REMARKS Research by Toni Meyering. This photo is from the Ben Maxwell Photo Album, p 51.

CONTENTdm file name 2633.jpg
Date created 2004-03-29
Date modified 2004-03-29
CONTENTdm number 4874
1951 History of Oregon Statesman

Clipped By:

kstraps
Tue, Jul 31, 2018
Alley Five Options:

**Fashion Alley** - named for the “Fashion Stables” that were located first at the SW corner of High and Court and then relocated closer to the NW corner of State and High after the construction of the I.O.O.F. Hall.

**Bligh Alley** – named for the Bligh Hotel and Theater which was located on this block.
1907 Fashion Stables

Clipped By:

kstraps
Fri, Aug 24, 2018
1910 Auto garage replaces Fashion Stables

Clipped By:

kstraps
Fri, Aug 24, 2018
Bligh Block remembered for deadly fire in 1975

By Andy Zimmerman
Salem-Register Statesman

It was one of the early fortunates by Theodore George Bligh, located near State, and till it is remembered for its fiery death 40 years ago.

Bligh constructed the Bligh Block, a hotel and mercantile, at the corner of State and 4th, in 1912.

The Bligh Theater was reported to have 500 seats. The hotel Bligh had 12 rooms. Bligh opened the Bligh Theater in Salem as the first in the city. The building was destroyed by fire in 1912.

The Bligh Building was reconstructed for a digital camera store.

Lost Salem

The Brick House was one of Salem’s notable locations that are not visible or should be remade, according to a reader.

The Brick House, which included a restaurant and hotel, is seen as the site of the old State Street. It was destroyed by fire in 1975.

Clipped By:
Ferg89
Wed, Feb 1, 2017
Alley Six Options:

**Patton’s Alley** - named for Patton’s Block which was subsumed by the Ladd and Bush Bank.

**Tioga Alley** - named for a block that was mostly demolished for the construction of the Livesley Building.

**The Spa Alley** - named for a longtime Salem restaurant that was located in the last remaining section of the Tioga block from 1891 to 1948.
Unclear provenance, from Facebook Group "You know you lived in Salem, Oregon when..."
Adolph Block
360-372 State Street
Salem, Marion County, Oregon

3 of 4   FEB 1 1980

Tom Cronise photo, c. 1920
West Collection
Oregon State Library
Salem, OR 97310
Southwest corner of State Street in Salem, Oregon, 1939

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHOTO ID</td>
<td>1421</td>
</tr>
<tr>
<td>TITLE</td>
<td>Southwest corner of State Street in Salem, Oregon, 1939</td>
</tr>
<tr>
<td>COLLECTION</td>
<td>Ben Maxwell</td>
</tr>
<tr>
<td>DESCRIPTION</td>
<td>This is the southwest corner of State Street as seen in 1939. The view is to the west. The address of The Spa restaurant was 382 State Street. The sporting goods store belonged to Cliff Parker and was located on 372 State Street. The tall building on the corner was the Guardian Building which housed the Willamette Credit Company among other offices.</td>
</tr>
<tr>
<td>DATE</td>
<td>1939</td>
</tr>
<tr>
<td>SUBJECTS</td>
<td>Salem, Oregon; Guardian Building; The Spa restaurant; Parker, Cliff; State Street</td>
</tr>
<tr>
<td>PHOTOGRAPHER</td>
<td>Ben Maxwell</td>
</tr>
<tr>
<td>COLLECTOR</td>
<td>Ben Maxwell</td>
</tr>
<tr>
<td>OBJECT</td>
<td>b/w negative</td>
</tr>
<tr>
<td>DIMENSIONS</td>
<td>2.6 in, W x 3.7 in, H</td>
</tr>
<tr>
<td>PHOTO SOURCE</td>
<td>Salem Public Library</td>
</tr>
<tr>
<td>CREDITS &amp; RESTRICTIONS</td>
<td>Salem Public Library Historic Photograph Collections, Salem Public Library, Salem, Oregon</td>
</tr>
<tr>
<td>ACCESSION ID</td>
<td>5SV.3.7</td>
</tr>
<tr>
<td>FILENAME</td>
<td>52416388.jpg</td>
</tr>
<tr>
<td>CONTENTdm file name</td>
<td>52416388.jpg</td>
</tr>
<tr>
<td>Date created</td>
<td>2004-04-05</td>
</tr>
<tr>
<td>Date modified</td>
<td>2011-01-14</td>
</tr>
<tr>
<td>CONTENTdm number</td>
<td>282</td>
</tr>
</tbody>
</table>
1965 Art from the demolished Spa Restaurant
Ladd and Bush Bank in Salem, Oregon, 1880

Description

PHOTO ID 108
TITLE Ladd and Bush Bank in Salem, Oregon, 1880
COLLECTION Ben Maxwell
DESCRIPTION The view of the Ladd and Bush Bank exterior on the corner of State and Commercial Street S.E., taken in 1880, also shows the facade of the neighboring building to the east. A boardwalk runs along both sides of the building. On the corner is a street lamp with a ladder propped against it.
DATE 1880
SUBJECTS Ladd and Bush Bank; State Street; Commercial Street S.E; boardwalk; street lighting; Salem, Oregon
PHOTOGRAPHER unknown
COLLECTOR Ben Maxwell
OBJECT b/w photo; negative
DIMENSIONS H 5 inches L 7 inches
PHOTO SOURCE Salem Public Library
ACCESSION ID SBA.1.5
IMAGE FILENAME 99D9E1AB.jpg
CONTENTdm file name 99D9E1AB.jpg
Date created 2003-01-17
Date modified 2003-01-17
CONTENTdm number 61
Patton Block on the south side of State Street between Commercial & Liberty, Salem, Oregon, ca 1886

DESCRIPTION
This photo is of the Patton Block, built in 1869 on the south side of State Street between Commercial & Liberty streets in Salem, Oregon. The builder was T. McP. Patton, whose advertisement in the 1889 Salem City Directory appears to have been based on this photo. It proclaims “Look it over, and see what we carry!” It then lists numerous types of books, pens, art supplies, bibles, albums, etc. The name Patton was prominent in early Salem life, both for the Cooke-Patton Victorian home, where the present day State Library is, and for their bookstore and postcard hall which attained more than local distinction. He had two sons, Hal and Cooke Patton; the latter was a well-known magician, photographer, and manager of Reed’s Opera House.

DATE
ca 1886

SUBJECTS
Patton Block; Salem, Oregon; State St.; Commercial St.; Liberty St.

PHOTOGRAPHER
unknown

COLLECTOR
Ben Maxwell

OBJECT
b/w photo

PHOTO SOURCE
Salem Public Library

REMINDERS
Research by Joan Marie “Tonii” Meyerling. This photo is from the Ben Maxwell Photo Album, p 53.

CONTENTdm filename
2634.jpg

Date created
2005-07-13

Date modified
2005-07-13

CONTENTdm number
4875
Alley Seven Options:

George Sun Alley - named for the contributions that Sun made as Mayor of Salem’s Chinatown. This is an excellent opportunity to highlight the forgotten history of Salem’s Chinatown, as this block was once part of Chinatown.
George Sun, Mayor of Chinatown

George Sun and his two children, Woo Lai Sun and Mary Lai Sun, 1890.

George Sun in his Salem store, circa 1920 with Maxine Lai Sun and Hem Lai Sun. Norma O’Kelley Collection, Org Lot 480, Box 1, Neg #OrHi019922.

George Sun was born in 1849 in China, immigrated to the United States in 1869 and lived in Salem until 1926. He ran a successful business in Salem, and was also known as the “Mayor of Chinatown” during the period after the passage of the 1882 Chinese Exclusionary Act. He also owned a ranch and successful hop farm outside of Salem.
Alley Eight Options:

**Peppermint Flats** - name could also be applied one block west
1939 Peppermint Flats

Clipped By:

sjong687
Fri, Sep 14, 2018

Copyright © 2018 Newspapers.com. All Rights Reserved.
Previous alley-naming or beautification efforts

For your information.
1966 Alleys could be improved

Clipped By:

sjlong687
Thu, Sep 13, 2018
1980 Salem Alley improvement

Clipped By:

sjlong687
Thu, Sep 13, 2018
Beautification, sales in collision

The Downtown Development Board got some grim news today — work on an alley beautification project still will be going on at the height of the ‘Back to School’ retail season.

The alleys behind the Reed Opera House Mall and the Frederick and Nelson department store are to be paved with brick-like stones as part of an alley facelift project approved by voters in 1977.

The two alleys are to be joined by a mid-block crossing made of the same stones.

Work was to have started on the alleys in mid-July, with a late August completion date. Now work will start in August and is scheduled to be finished in mid-September, according to a construction schedule provided by Jim Walker of the city Urban Renewal Division.

There are two reasons for the delay, Walker said.

The first is a grading problem with a sewer line recently installed in the Reed Mall alley, he said. The grading was even when installed by the contractor and inspected by city crews, but compaction from covering the line caused it to waver, he said, creating dead spots. The sewer line lies under a new storm drain and water line, adding to the difficulty, he said.

The second is a requirement that design specifications for the alley improvements be updated to conform to new Public Works standards, he said.

The board, at the suggestion of member Leo Chaffin, suggested that the bid for the alley and crossing work be reworded so work can begin on schedule at least for the Frederick and Nelson alley and the mid-block crossing.

---

1980 Brick lined alleyways in Salem

Clipped By: sjlong687
Thu, Sep 13, 2018
Group drives toward naming Salem alleys

New York has its Tin Pan Alley. In Portland, tourists may visit Morgan's Alley.

And Salem? Well, Salem simply has generic alleys. Some of them between Chemeketa and Ferry streets, have been refurbished at some expense.

The work is part of a general facelift in the downtown area aimed at making foot traffic easier and pedestrian areas more inviting.

Although those two goals have been achieved, there's still work to be done. More and more merchants are creating attractive rear entry areas for their firms.

Still, there's something not quite appealing about giving somebody directions to "go down the alley."

Bill Dorney, of Greenbaums Fine Fabric, wants to change all that. He'd like to name the downtown alleys with an attractive or descriptive tag that would heighten their appeal.

There are some hurdles to overcome, but the Salem Downtown Association is willing to help. The association has asked Dorney to head a task force in exploring the naming possibilities, and members have been asked to make suggestions.

The first hurdle may be the city charter, which sets standards for naming streets and alleys. The charter prohibits naming alleys below a specific width (20 feet), a test the downtown routes fail.

Dorney, however, believes a case can be made for an exception in this case, and he and his group will work with the Downtown Development Board, the City Council and planners in resolving the issue.

If that obstacle can be overcome, Dorney and the group will develop a mechanism, perhaps a public contest, to choose an appropriate name.

Meanwhile, an alley remains an alley.

1982 Group tries to rename downtown alleyways

Clipped By:

sjlong687

Thu, Sep 13, 2018
An idea almost 40 years in the making....

**LET’S NAME OUR DOWNTOWN ALLEYS**
Salem’s Main Street Association is interested in your support to officially name our historic downtown alleys.

**WHY NAME ALLEYS?**
Naming a place gives it power and identity. Naming recognizes otherwise hidden or forgotten places and brings focus and energy to those places. Naming is:

- a recognized tool in activating underutilized spaces in downtowns
- an opportunity to honor history, culture or geographic features
- a way to talk about and find the businesses located on the alleys and encourages more businesses to locate along them.

**A CASE FOR ALLEY DEVELOPMENT**
Alleys are unique assets in a downtown and part of a city’s identity. They provide variety and diversity to the ambiance of a downtown and serve useful purposes. Alleyways provide a different, calmer and more intimate space. They provide an efficient short cut for pedestrians. Alleys offer an opportunity for unique event venues in downtown areas.

**WHAT’S NEXT?**
With the help of The Historic Landmark’s Commission, S.M.S.A. has identified 5 historically referenced alley names.

- Sun Alley
- Pastoral Alley
- Electric Alley
- Spirited Alley
- Peppermint Flats Alley

We hope you will support this project! If you are interested in learning more please contact jacquelineabheavey@gmail.com or come find us at this summer’s First Wednesdays. S.M.S.A. will have a booth to share alley information, communicate about the historic alley naming process, and run a contest for the public to name a downtown alley.

Go Salem!
May 2, 2019

To: CITY OF SALEM HISTORIC LANDMARKS COMMISSION

From: THE SALEM MAIN STREET ASSOCIATION

The Salem Main Street Association (SMSA) respectfully requests a letter of support for Salem Alley Days, a summer long campaign aimed at celebrating and expanding the success of vibrant and active downtown alleys. In addition, SMSA requests that the Commission support a first step in continuing to energize downtown alleys by naming them.

Why Celebrate Alleys?

In the last few years, local businesses have discovered Salem’s downtown alleyways and have begun capitalizing on their presence along them. Tables and chairs have appeared and event venues have popped up. Customers are wandering through the alleys looking to explore what is there. All of this has occurred because local businesses and their customers understand the value of alleys; they provide diversity and variety to the downtown streetscape; they are calmer and more intimate than street fronts and they provide more frequent and more direct routes for pedestrians. SMSA wants to encourage this trend.
Why Name the Alleys?

Naming a place gives power and identity. Naming recognizes otherwise hidden or forgotten places and brings energy to those places. Naming is:

- A recognized tool in activating underutilized spaces in downtown.
- An opportunity to honor history, culture and geographic features
- A way to talk about and find the businesses located on the alleys and encourages more businesses to locate along them.

What Have We Done So Far?

SMSA began the process to further enliven and activate Salem alleys by researching activities of other communities related to alley development. After determining that naming downtown alleys would be an appropriate first step for Salem Alley Days, SMSA identified the Downtown Historic District as a target area and developed a list of potential alley names. SMSA solicited input on the list of proposed names from the Community Development Department’s Historic Planning Staff. The staff responded with an evaluation of the potential names and added further suggestions and research. As a result of research by the Historic Planning Staff, there are currently a total of eight alleys to be named.

SMSA sent a mailing out to business owners and property owners with some of the historically referenced names asking for support for naming the alleys. SMSA Design Committee members personally visited business owners to answer questions or provide additional information. These visits resulted in positive comments and support for the alley naming project.
SMSA then developed criteria to be used to choose final names of alleys. Names are intended to reflect the history of the federally designated Downtown Historic District, whose boundaries are indicated on the attached map. Those criteria include:

- Names that reflect historic or cultural significance, (i.e. A significant building or person which had a strong influence on the development of the area during the historic period)
- The historical common name used for the alley. (i.e. Typically referencing a physically defining feature within the alley evident during the historic period; or a name reflecting the historic use of the alley; or the name of a historic geographic area within the vicinity of the current alley).
- For the purposes of naming alleys “historic period” will be defined as 1950 or earlier.

Based on the above criteria, SMSA has eight alleys that have historically referenced names. This historic information will be shared with the public during Salem Alley Days. These names and information will also become part of the alley naming process. The eight alleys will be named at the end of summer, after a public input survey, a public vote, and Salem Alley Days events are completed.

See attached map and list of suggested names.

**What’s Next?:**

In May, SMSA will be meeting with interested parties and soliciting letters of support for Salem Alley Days and the alley naming project. In June SMSA will request an action from the City Council proclaiming Salem Alley Days for the summer of 2019. This proclamation will kick off the summer-long Salem Alley Days events. Alleys will be celebrated and highlighted during Salem’s On Your Feet Fridays and First Wednesdays throughout the summer.
Timeline:

- **June**: *Salem Alley Days* Proclamation
- **June-September**: Open a two phase survey for public input. Phase 1- Gather ideas from public for naming options following the criteria. Phase 2- A community vote survey to name alleyways. Mail notice of the survey to downtown property owners, businesses and other parties. Maintain presence at On Your Feet Fridays and First Wednesdays to distribute information on the history of downtown alleys, the value of active, vibrant alleys and solicit input on alley naming.
- **Mid September**: Final results of the community vote will be tallied.
- **October**: SMSA Board Meeting to select final names for remaining alleys based on survey and naming criteria.
- **November – December**: Work with the City of Salem to develop signage and wayfinding for selected names.

**How Can the HLC Help?**

Write a letter of support to the Salem City Council. Volunteer to hand out information about downtown alleys at the *Salem Alley Days* booth.

**Sincerely,**

**Dana Vugteveen**

President, Salem Main Street Association Board of Directors
Potential Alley Names

The Salem Main Street Association Design Committee originally asked The City of Salem Historic Preservation Department about the historic precedent behind the alley names of Electric, Pastoral, No-No, Spirited, and Peppermint Flats. While unable to find evidence that the alleyways downtown were ever officially named, below were suggestions based on historic information and compiled research.

Alley 1:

**Electric Alley:** Named for the Electric Building and Electric Apartments that face along Liberty St. NE
**Eldriedge Alley:** Named for the Eldriedge Block. The north half of the block was demolished to build Chemeketa Parkade
**Stuesloff Alley:** The Stuesloff building is located at 399 Court Street.

Alley 2:

**Pastoral Alley:** Named for the 1987 mural on the side of the Christian Science Reading Room.
**Wexford Alley:** Named for Wexford Theater which used to face along Court Street.
**Golden Pheasant Alley:** Named for the Salem restaurant located on 248 Liberty St. from 1936-1995

Alley 3:

**Fortune’s Corner/Fortune’s Alley**-Named for the two bank buildings in this block and a store which was called Fortune's Corner.

Alley 4:

**Eckerlen Alley**-Built two buildings on either side of the alley.
**Joseph Meyers Alley**-Reed Opera House had a Joseph Meyers Store.
**Durbin’s Alley**-Durbin Brothers Livery was located at 120 Commercial St.
**Statesman Alley:** The first Statesman building was located at 162 Commercial St.
**Spirited Alley:** A reference to gaming and recreation type businesses on this alley.

Alley 5:

**Fashion Alley**-Named for “Fashion Stables” that were first located at High and Court St. and then State and High St..
**Bligh Alley**- Named for the Bligh Hotel and Theatre on this block.
**Alley 6:**

**Pattons Alley** - Named for the Patton’s Block which was subsumed by the Ladd and Bush Bank

**Tioga Alley** - Named for a block that was mostly demolished for the construction of the Livesley Building.

**Spa Alley** - Named for a longtime Salem restaurant that was located in the last remaining section of the Tioga block from 1891-1948

**Alley 7:**

**Sun Alley** - Named for the contributions that George Sun made as Mayor of Salem’s Chinatown that was once located on this block.

**Alley 8:**

**Peppermint Flats Alley** - Named for the mint that used to grow in this part of town. (Alley could be a block west as well). This is a verified historic name for this area.