



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!