

LEGEND

- Taxlots
- Salem Downtown Historic District Boundary
- Developed Parks

Received At Council Meeting

Meeting Date: 10/14/2019

Agenda Item: 8

Received by: Jacquie Heavey

From: Salem Main Street



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114 paper ballots → 567 total

Report for Salem Downtown Alley VOTING

Response Counts

Completion Rate:

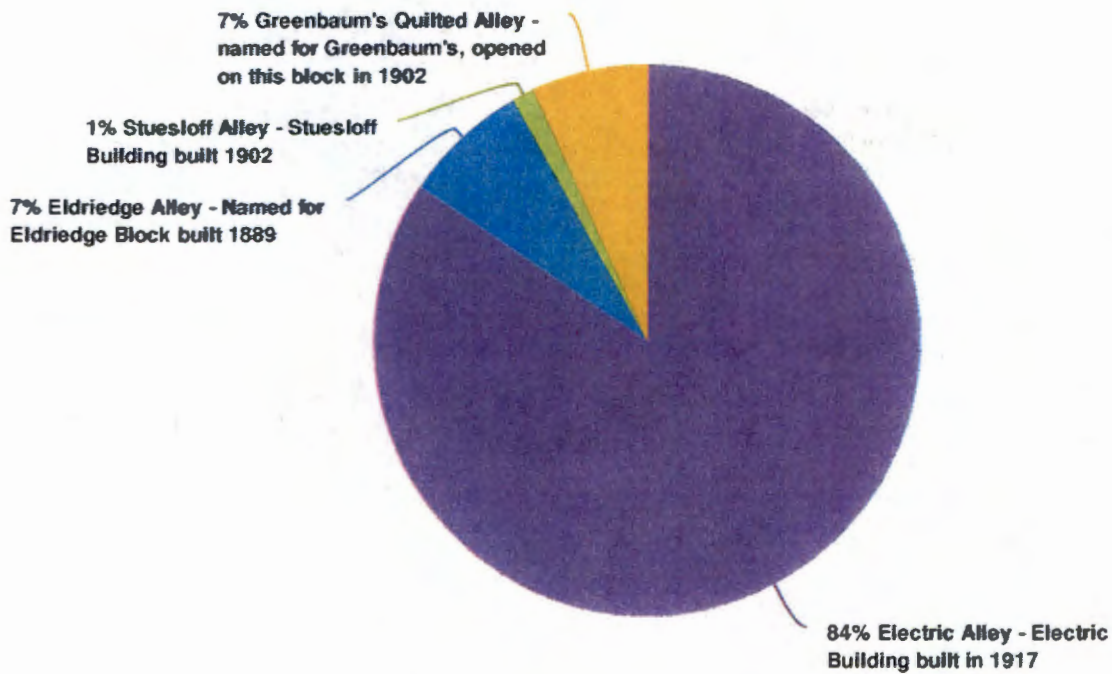
100%





Complete

453

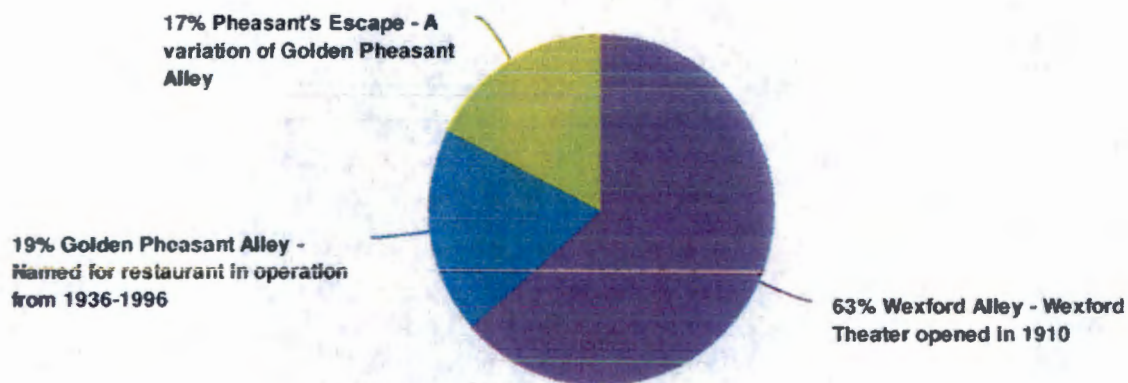
Totals: 453




1. Alley 1: Bounded by Commercial, Chemeketa, Liberty, and Court Streets



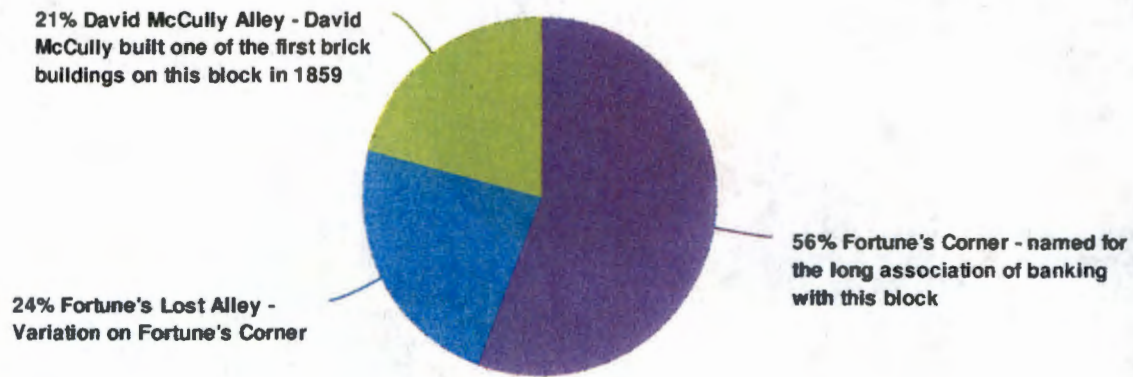
Value		Percent	Responses
Electric Alley - Electric Building built in 1917		84.4%	378
Eldriedge Alley - Named for Eldriedge Block built 1889		7.4%	33
Stuesloff Alley - Stuesloff Building built 1902		1.3%	6
Greenbaum's Quilted Alley - named for Greenbaum's, opened on this block in 1902		6.9%	31
Totals: 448			

2. Alley 2: Bounded by Liberty, Chemeketa, High, and Court Streets



Value		Percent	Responses
Wexford Alley - Wexford Theater opened in 1910		63.4%	277
Golden Pheasant Alley - Named for restaurant in operation from 1936-1996		19.2%	84
Pheasant's Escape - A variation of Golden Pheasant Alley		17.4%	76
Totals: 437			

3. Alley 3: Bounded by Front, Court, Commercial, and State Streets



Value

Percent Responses

Fortune's Corner - named for the long association of banking with this block



55.7%

241

Fortune's Lost Alley - Variation on Fortune's Corner



23.6%

102

David McCully Alley - David McCully built one of the first brick buildings on this block in 1859

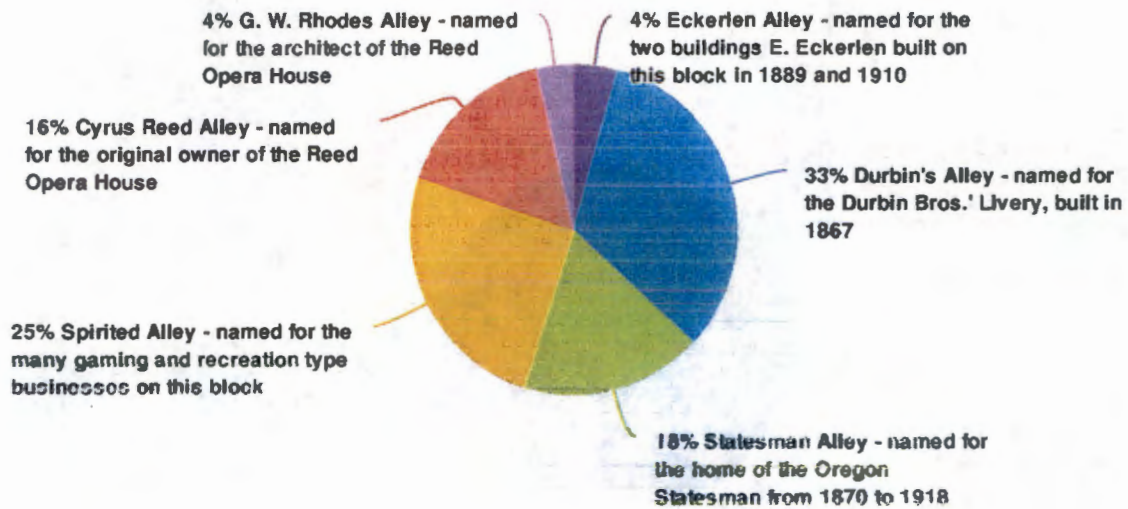


20.8%

90

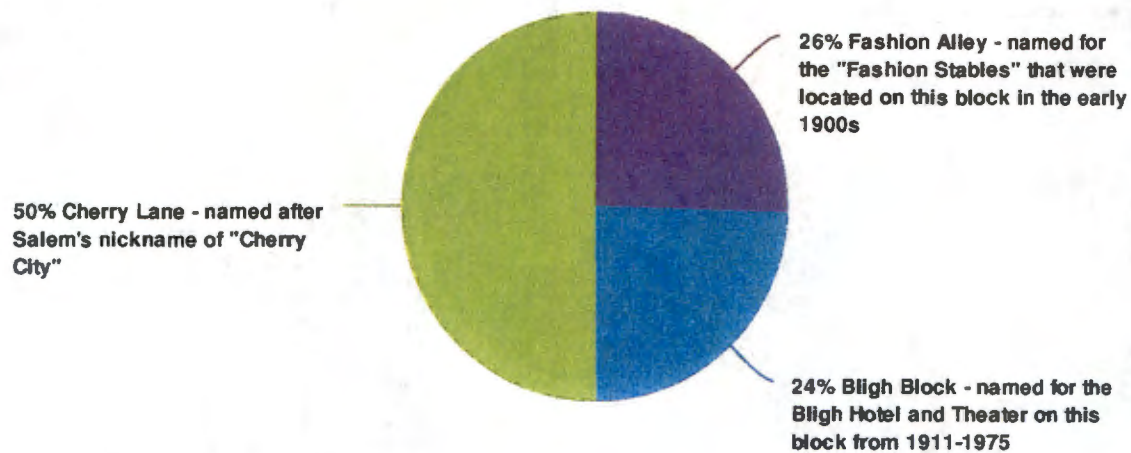
Totals: 433




4. Alley 4: Bounded by Commercial, Court, Liberty, and State Streets



Value	Percent	Responses
Eckerlen Alley - named for the two buildings E. Eckerlen built on this block in 1889 and 1910	4.3%	19
Durbin's Alley - named for the Durbin Bros.' Livery, built in 1867	32.6%	143
Statesman Alley - named for the home of the Oregon Statesman from 1870 to 1918	18.0%	79
Spirited Alley - named for the many gaming and recreation type businesses on this block	25.1%	110
Cyrus Reed Alley - named for the original owner of the Reed Opera House	16.2%	71
G. W. Rhodes Alley - named for the architect of the Reed Opera House	3.7%	16
		Totals: 438

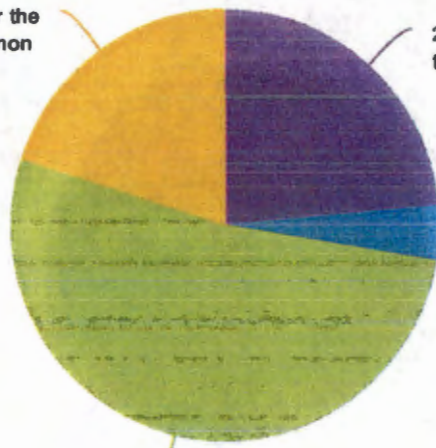
5. Alley 5: Bounded by Liberty, Court, High, and State Streets



Value		Percent	Responses
Fashion Alley - named for the "Fashion Stables" that were located on this block in the early 1900s		25.5%	112
Bligh Block - named for the Bligh Hotel and Theater on this block from 1911-1975		24.4%	107
Cherry Lane - named after Salem's nickname of "Cherry City"		50.1%	220
			Totals: 439

6. Alley 6: Bounded by Commercial, State, Liberty, and Ferry Streets

20% Salmon Alley - named for the region's association with salmon



24% Patton's Alley - named for the Patton Block, built 1869

4% Spa Alley - named for The Spa, a restaurant in operation from 1891 to 1948

52% Hops Alley - named for T. A. Livesley, a prominent hops farmer and Mayor of Salem (1927-1931), who built the Capitol Tower on this block

Value

Percent Responses

Patton's Alley - named for the Patton Block, built 1869



23.6%

104

Spa Alley - named for The Spa, a restaurant in operation from 1891 to 1948



4.1%

18

Hops Alley - named for T. A. Livesley, a prominent hops farmer and Mayor of Salem (1927-1931), who built the Capitol Tower on this block



52.4%

231

Salmon Alley - named for the region's association with salmon



20.0%

88

Totals: 441

7. Please enter your name:

8. Please enter your email address:



THE PROCESS TO NAME OUR DOWNTOWN ALLEYS

On June 10th, 2019 The City of Salem proclaimed the summer of 2019 a celebration of *Salem Alley Days*. Coinciding with events such as First Wednesdays and On Your Feet Fridays from June 14th- September 4th, the Salem Main Street Association shared historic alley information and asked for public input and a public vote to name our downtown alleys. In total, 567 citizens voted to name the alleys via the website and paper ballot.

WHY DID WE ASK THE PUBLIC TO NAME OUR HISTORIC 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.

THE WINNING NAMES

Alley 1: ELECTRIC ALLEY:

Named for the Electric Building (also known as Yeater or PGE Building) and the Electric Apartments that face along Liberty St. N.E.. The Portland Railway, Light & Power Co. erected the "Electric Building", located at 241-249 Liberty St. N.E., in 1917. At the opening reception, Mrs. M.E. Hawley, official demonstrator and domestic teacher, baked a variety of baked goods for guests to "demonstrate the efficiency of electricity." Mrs Hawley made the Portland Rose Cake, The Salem Cherry, and the new Edison Cake. Guests described the Edison as very light. In the mid-1950's, a tenant covered the facade and the "Electric Apartments" inscription near the roofline was hidden until 2006 when a developer remodeled the building.

Alley 2: WEXFORD ALLEY:

Named for the Wexford Theater which used to be located at 467 Court St. N.E.. Judge P. H. D'Arcy, a prominent Salem developer, built the Wexford Theater in 1910. It was described as one of the most advanced theaters on the West Coast and particular attention was paid to the ventilation, which had been "so perfected as to keep the house cool on the warmest days and have fresh air continually." However, Salemites were only able to enjoy the theater for a few short years as the theater burned in 1915. D.'Arcy replaced the Wexford with a new building called the New Wexford Building in 1916, though instead of a theater, the Geer-Krueger Co. became the building's new tenant.



Alley 3: FORTUNE'S CORNER:

Named for the two bank buildings in this block and a store which was called Fortune's Corner. This block has been home to many banking businesses in Salem. The U.S. National Bank opened in 1909 and was the first building of steel in Salem. The Capital National Bank, just one storefront north of the U.S. National Bank, was organized in 1885, and a new building facade was constructed in 1892. The new facade, built in the Richardson-Romanesque style, is one of the most recognizable buildings in Salem. Early Advertisements for the United States National Bank referred to the area as "Fortune's Corner" in 1908.

Alley 4: DURBIN'S ALLEY:

Named for the Durbin Brother's Livery located at 120 Commercial St.. The Durbin Brother's had a wooden building at the corner of State and Commercial Streets by the early 1860's. The wooden structure burned in 1867, and the brothers built a new, brick livery near the same spot that year. The building is still there, though heavily remodeled.

Alley 5: CHERRY LANE:

Named after Salem's nickname of "Cherry City" for the many cherry orchards found throughout the area. Salem's official title of "Cherry City of the World" was given in 1907. Salem celebrated this heritage with a city- wide Cherry Fair (1903-1950) that included carnivals, dances and parades. The Willamette Valley Cherry Growers and Oregon State University became well-known for developing a new brining method for creating maraschino cherries.

Alley 6: HOPS ALLEY:

Named for T.A. Livesley, a prominent hop farmer and Mayor of Salem (1927-1931). He was known as the "Hop King" of Oregon who built the Capital Tower on this block. He also built the now named Mahonia Hall in 1924 for his family; the official residence of the Governor of Oregon.

Alley 7: GEORGE LAI SUN ALLEY:

Named for the contributions that George Sun made as Mayor of Salem's Chinatown that was once located on this block. George Lai Sun was the unofficial Mayor of Salem's vibrant downtown Chinatown, a block full of medicine shops, dry good stores, food markets, and gambling and opium houses. Initially invited to help build the region's roads, levees, dams, and railroads, worsening economic times brought scrutiny to the immigration of Chinese residents and the federal Chinese Exclusion Act of 1882 made life harder for those already here. In Salem, the City Council condemned Chinatown in 1903. Though it was never officially burned, as directed in the Ordinance, developers began pushing out Chinese residents with high rent. By the 1930's, not many were left. In 1922, Hal D. Patton invited George Lai Sun, among many others, to speak at his fiftieth anniversary. These are Sun's words about his time in Salem: "I like Salem because all people treat me nicely. Then my children all grow up. They can vote but I have been here so long, for fifty-four years next June, I ought to be a citizen. I ought to be voting too. I see some country-man come over to this country; he stay not very long, three or four years; he can vote. Why I be here fifty-four years altogether, why I cannot vote. I ought to be citizen too. They must make mistake, something wrong."



Alley 8: PEPPERMINT FLATS ALLEY:

Named for the mint that used to grow in this part of town during the historic period. Peppermint Flats is a verified historical name referencing the area of town which used to be located along the bank of an old river channel that formed a ravine-like area. In 1939, long time Salemite and attorney Carey F. Martin described the ravine as located generally along Trade St. , "through the block on which Crystal Gardens dance hall [was] located and on northeasterly under the Salem Hotel and the Oregon building to somewhere about the corner of the present courthouse." Martin was reporting on an old story that a steamboat once used this ravine to dock at the County Courthouse during the 1861 flood, a story which, according to his research, was true. Peppermint Flats was infamous for its association with the old hanging yard and questionable businesses in the late 1800's and early 1900's. Both Martin and local historian Ben Maxwell reported that the area was a target of the "moral crusades" of Governor Oswald West in the 1910's.

Alley 9: To Be Determined by The Confederated Tribes of Grand Ronde:

*Please see the Salem Main Street Association Website:

saalemmainstreetassociation.org for the full 2019 *Salem Alley Days* process, map and Historic Names Report- with relevant sourcing, pictures etc. compiled by Historic Landmarks Staff.