

FOR HLC MEETING OF: May 16, 2019
AGENDA ITEM NO.: 7.b

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 understand 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

City of Salem Historic Preservation
Historic Alleyway Naming Report

Kimberli Fitzgerald, Historic Preservation Officer

September 2018

Compiled by Kirsten Straus

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 performed 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.

City of Salem Historic Preservation

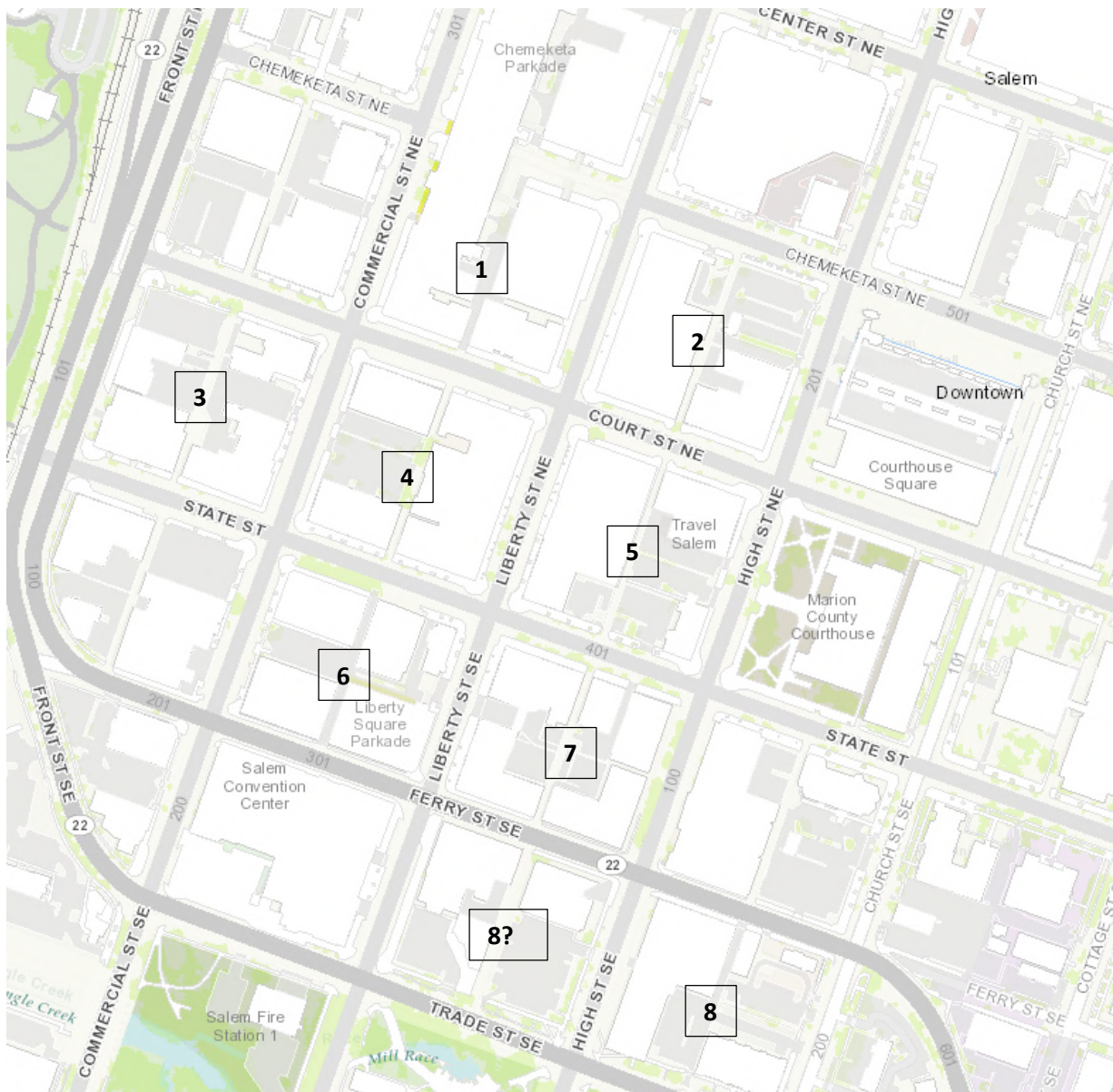
Historic Alleyway Naming Report

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.

Downtown Salem, Oregon

Alley Key



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.

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.

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.

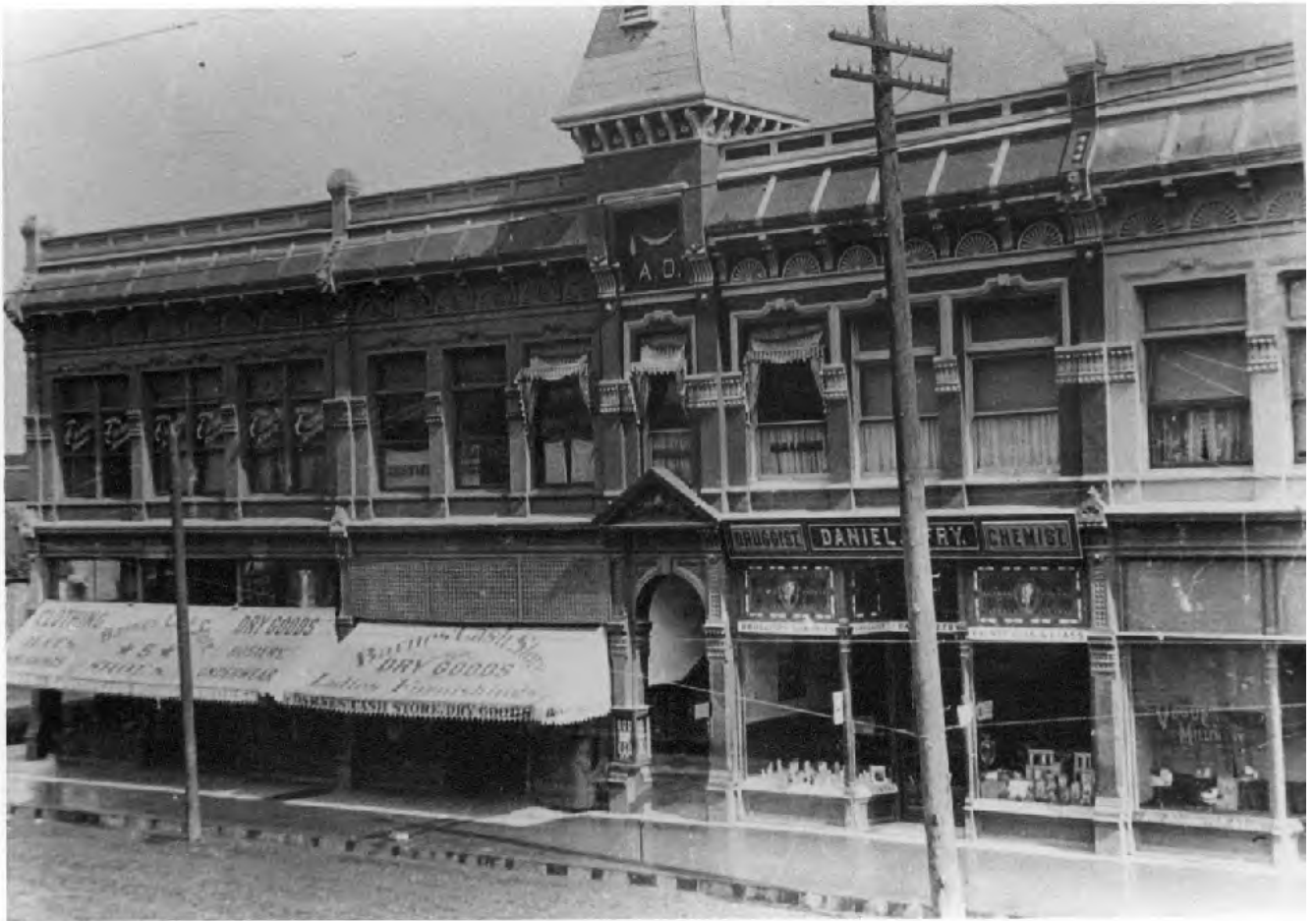
Alley One Options:

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

Steusloff Alley- the Steusloff 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

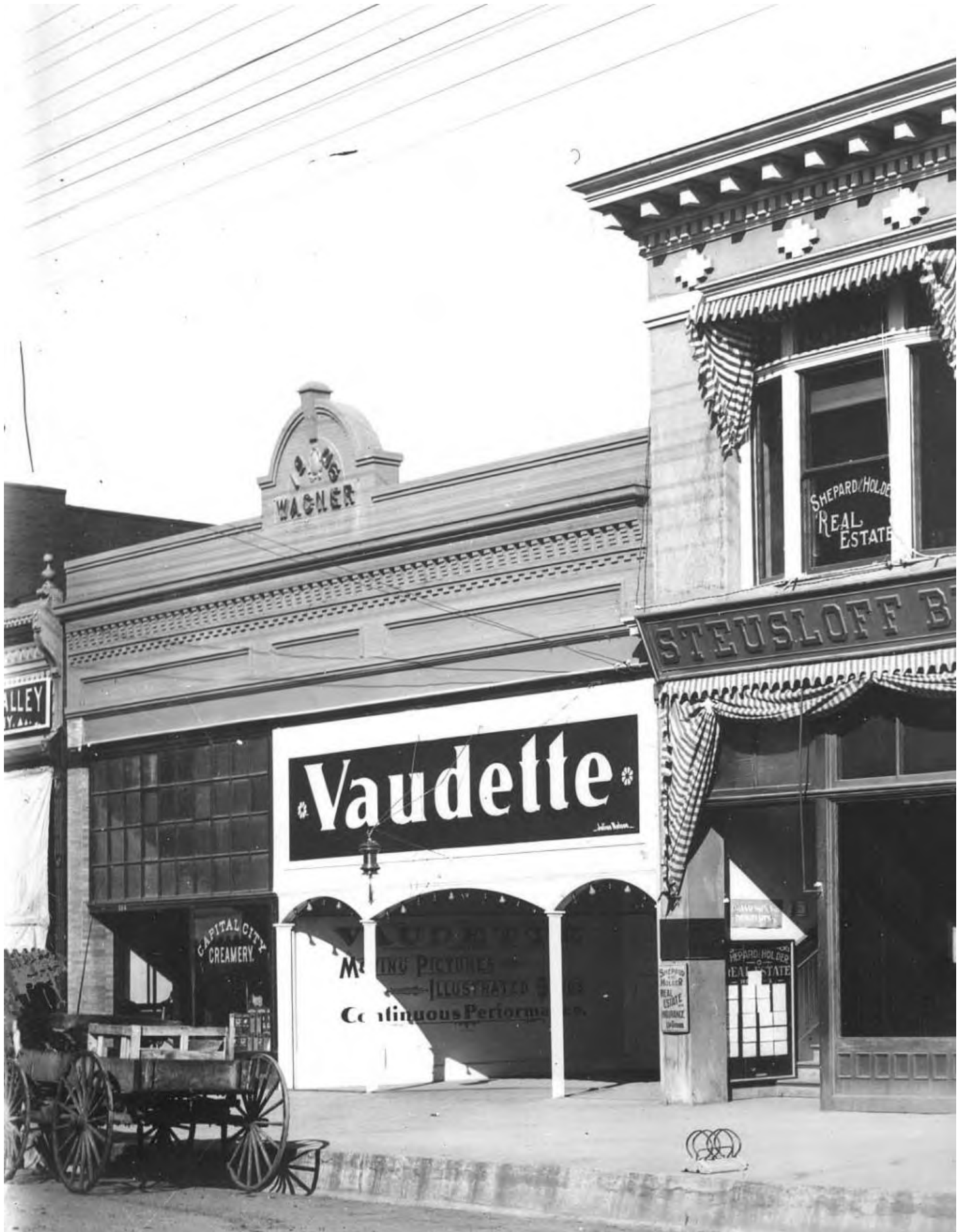
East side 200 block of N. Commercial Street, ground floor at left is Barnes Cash Store, Dry Goods, and at center is Daniel Fry Drug Store.

People

Fry, Daniel J.









Description

Steusloff Brothers Inc. Meat Market. NW corner of Court and Liberty Streets. The store was also a grocery store.

Facade hid buildings' history for years

Andy Thompson
Staff Writer

It's a city street that appears to be a modern, multi-story office building. The facade is a mix of brick and stone, with large windows and a prominent entrance. The building is located on Liberty Street in downtown Salem, Oregon.

The building is the former site of the J.A. Rosenthal Co., a major newspaper publisher in Salem. The building was built in 1917 and was known as the Electric Apartments. The facade was designed to look like a modern office building, but it was actually a residential building.

The building was built by the J.A. Rosenthal Co. and was known as the Electric Apartments. The facade was designed to look like a modern office building, but it was actually a residential building. The building was built in 1917 and was known as the Electric Apartments.

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J.A. Rosenthal Co. can be seen on Liberty Street NE. The store was in downtown Salem from 1914 to 1952.



The original facade of the Electric Apartments can be seen beneath the old address on the building's facade. The facade was hidden for more than 50 years.

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1917 Electric apartments hidden behind facade for 50 years

Clipped By:



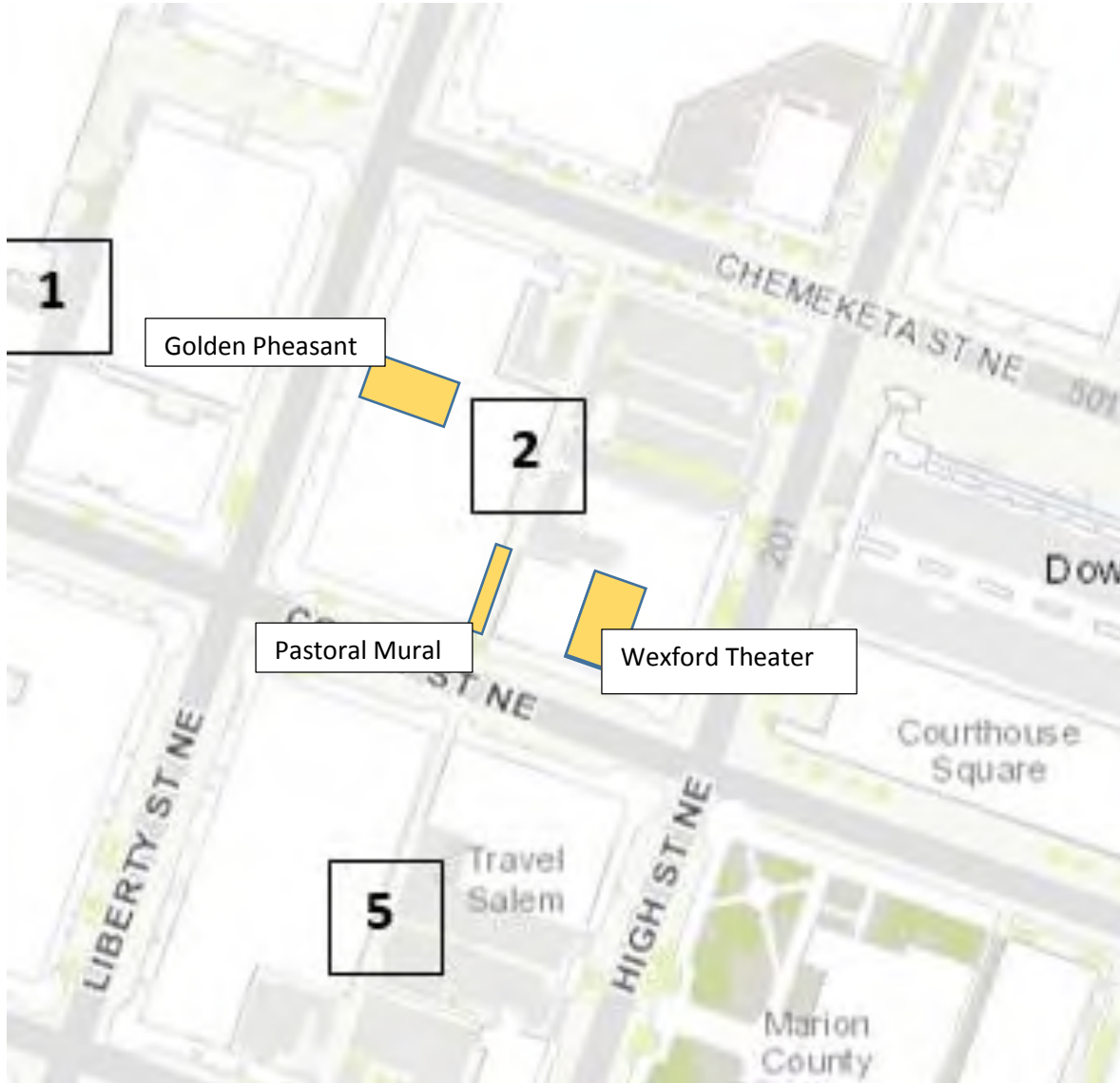
kstraps
Wed, Aug 22, 2018

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.



**TO BUILD ON SITE OF
WEXFORD THEATRE**

**Judge D'Arcy to Erect New
Brick Business Block On
Court Street**

The two story building to be erected by Judge P. H. D'Arcy on the site of the Wexford theatre will be a credit to the city and in keeping with the general style of later store buildings on Court and State streets.

The frontage of the building is 40 feet and the general color of the brick will be a light buff, almost similar to that of the McGilchrist building. The first floor will have a ceiling of 17 feet in height and the second 13 feet. A gallery will be built around the entire lower floor.

The entrance will be of one large center and the interior arranged to suit the ideas of a tenant that will occupy the building as soon as completed. A marquis will be built across the entire front.

The height of the building is 36 feet, exactly the same as the Moore building. Plans and specifications for the building were drawn by George M. Post and the estimated cost is \$15,000.

1916 D'Arcy to build

Clipped By:



kstraps

Fri, Aug 10, 2018

THE

GOLDEN PHEASANT

248 North Liberty St.

SALEM'S EXCEPTIONAL RESTAURANT!

ANNOUNCES ITS

GRAND OPENING

SATURDAY & SUNDAY
NOV. 7 and NOV. 8

The Golden Pheasant is Modern in Every Manner — A Complete Restaurant. At This Time a Cordial Invitation is Extended To All To Visit Our Restaurant.

We Wish To Thank The Citizens of Salem For Their Patronage to Date and Say That We Appreciate Their Good Will, But Wish To Apologize for Our Inability To Serve You As We Would Have Wished. We Are Now Fully Organized and Trust That Both Our Food and Service Will Fully Meet Your Approval.

Mr. and Mrs. J. H. Rindff

Quality Food — Sensibly Priced

The Golden Pheasant
THE SIGN OF GOOD FOOD

The Golden Pheasant
THE SIGN OF GOOD FOOD

The Following Have been supplied Customers and Materials for The Golden Pheasant

Bakeries: **Wheeler's Bakery**, **Wheeler's Bakery**, **Wheeler's Bakery**
 Cakes & Confections: **Wheeler's Bakery**
 Groceries: **Wheeler's Bakery**
 Meats: **Wheeler's Bakery**
 Produce: **Wheeler's Bakery**
 Spices: **Wheeler's Bakery**
 Sweets: **Wheeler's Bakery**
 Beverages: **Wheeler's Bakery**
 Hardware: **Wheeler's Bakery**
 Cleaning: **Wheeler's Bakery**
 Laundry: **Wheeler's Bakery**

The Golden Pheasant
THE SIGN OF GOOD FOOD

Fine New Restaurant Opens for Business On North Liberty St.

HUTTON WILL START COURSE

draw me!

Try for an Art Scholarship

FEDERAL SCHOOLS INC.

1936 The Golden Pheasant Opens

Clipped By:



Ferg89

Mon, Dec 11, 2017

The Golden Pheasant

Fine Foods

Salem, Oregon

Sensibly Priced



-16-



NOPP'S

**GOLDEN
PHEASANT**

FINE FOOD

Applebee's will build restaurants in Salem

The Statesman Journal

Applebee's, a casual restaurant and bar chain, is coming to Salem.

The restaurant will be built near the corner of Center Street NE and Lancaster Drive NE, outside of Lancaster Mall in East Salem. The value of the project is estimated at \$250,000.

Ed Casey, vice president of Apple Partners of Beaverton, expects the restaurant to open in December. He also is looking for a location for a second Applebee's, possibly near downtown or on Commercial Street in South Salem.

"Salem is a tremendous town. There's a lot of growth, a solid economy," Casey said.

He plans to hire about 65 people.

Applebee's is similar to a T.G.I.Friday's or Red Robin, with Hollywood- and sports-themed walls, trendy food and a full bar. Applebee's will seat 180, including the bar.

Casey described the menu as broad, including super salads, barbecued pork ribs, steaks, pasta and hamburgers. It has seasonal specials, such as Southwest cuisine in the summer and ribs in the fall.

Applebee's already has locations in Lake Oswego and Beaverton; one is planned to open in December in Vancouver, Wash.

Apple Partners, the franchise owner, plans to build restaurants from Eugene to Kelso, Wash., but is concentrating between Salem and Vancouver.

Applebee's is based in St. Louis. Apple Partners also owns restaurants in the St. Louis area.



Bruce Thorsen/Statesman Journal

CHANGES: Downtown customers walk past Nopp's Golden Pheasant. The restaurant, in business since 1936, recently was sold to become part of a chain of establishments owned by Virgil Weber.

Nopp sells his prized Pheasant to Webber chain

■ One of Salem's oldest eating establishments joins a downtown string that includes Webber's Bar & Grill.

By Dawn Vlahandreas

The Statesman Journal

Nopp's Golden Pheasant, one of Salem's oldest restaurants and one of the few with a liver-and-onions special, has new owners.

The restaurant, in business since 1936 and owned by the Nopp family since 1951, is now part of the Weber's string of downtown Salem eating and drinking establishments — Weber's Bar & Grill and Weber's Too.

"We wanted to concentrate on the downtown area," owner Virgil Weber said about the purchase of Nopp's. "It seemed like a pretty good buy at the time."

Weber sold his third location, The Flight Deck Restaurant & Lounge at the Salem airport, to Robert and Betty Wright on Friday. He didn't discuss financial details of either transaction.

Weber said he plans to drop the "Nopp's" but keep the name The Golden Pheasant. He also plans to do some light remodeling and to expand the bar to include a lounge in the back.

All of The Golden Pheasant's

employees will keep their jobs, Weber said.

The restaurant, at 248 Liberty St. NE in downtown Salem, seats 150, not including its basement banquet facilities. It has a loyal customer base, including many senior citizens who have been eating there for years.

Nopp's also does a big lottery business, pulling in \$37,579.50 in video poker, \$666.75 in keno and \$800 in pull tabs last year.

Bruce Nopp, a second-generation owner, said that selling the restaurant, while sad, was like a breath of fresh air.

"I just wanted to do something different. I grew up down there, building forts in the basement when we were kids," he said. "It's the same location, the same walls, too many years."

Nopp works as a general contractor, overseeing a 450-lot housing development in Molalla.

The restaurant dates to 1936. It was sold by Joe Randall to brothers George and Ronald Nopp in 1951. George and Ronald started as busboys at the restaurant in 1936 and were cooks in the restaurant before they bought it.

In 1966, Ronald sold his part to George to manage McNary Golf Club and Lounge. George added the bar in 1977. Bruce, George's son, became manager in 1981.

1995 Nopp sells Golden Pheasant

Clipped By:



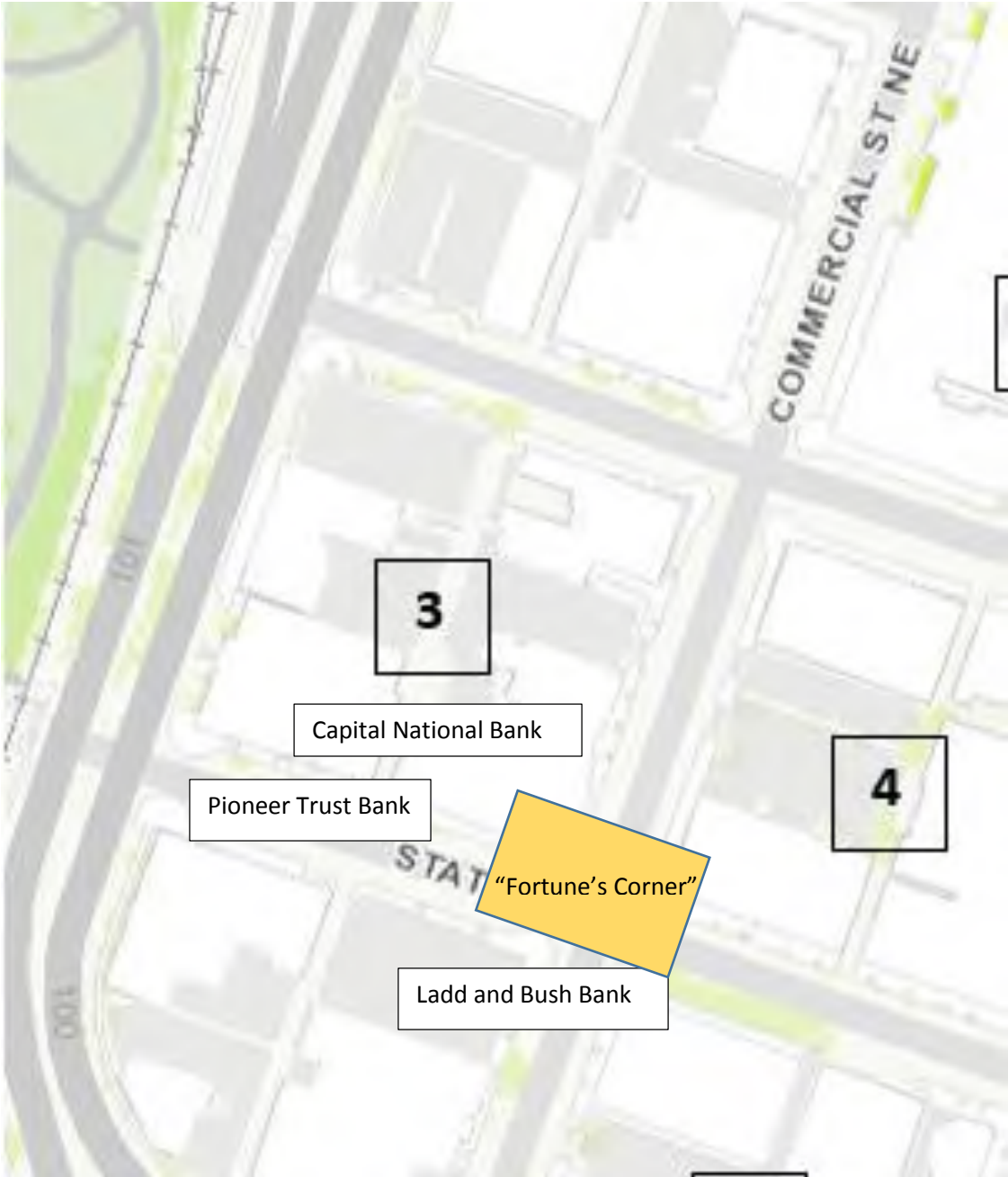
Ferg89

Mon, Dec 11, 2017

Alley Three Options:

Fortune's Corner

Fortune's Alley



<h1 style="margin: 0;">BANK TALKS</h1>	<p style="text-align: center;">BY THE---</p> <p style="text-align: center;">UNITED STATES NATIONAL BANK</p> <p style="text-align: center;">OF SALEM, OREGON.</p> <p style="text-align: center;">NO. 13- - THE SOURCE OF POWER.</p>
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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


THE ELITE HOTEL.

E. Eckerlen, Proprietor, Has Been in Present Location for Past Sixteen Years.

E. Eckerlen has been a successful business man in Salem for the past twenty-five years. He has been in his present location

ness. The restaurant department is one of the best furnished and most convenient in the city, and it is enjoying a very liberal share of the first-class trade. People who want a good meal in a luxurious and quiet place go to the Elite Cafe.

Mr. Eckerlen has a wholesale liquor store next door, and he is supplying a large part of the valley demand, be-



Snapshot of the Eckerlen Front.

during the past sixteen years. He is the owner of the building in which part of his business is conducted, and part owner of the balance, at 148 to 152 Commercial street, including the Eckerlen and Klinger brick block.

Mr. Eckerlen started as a retail liquor dealer, with the "Reception." He now has the Elite Cafe and Elite Hotel, doing a large and growing busi-

sides accommodating the family trade of the Capital City.

Mr. Eckerlen retains the original business, the "Reception," catering only to the first-class trade.

The hotel part of his business comprises an ample supply of good and well kept rooms on the second floor, where one may have comfortable quarters by the day, week or month.

1906 Eckerlen Building

Clipped By:



kstraps

Thu, Jul 19, 2018

c1965 - Leslie Oakes Tennes,
posted to Facebook





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

MEYERS AND HIS TROUBLE

SALEM, Or., Sept. 8.—A daring express robbery, in which a package containing notes and other valuable papers representing over \$50,000 belonging to Joseph Meyers, of this city, brings again to public notice the internal troubles of the Meyers family. It recalls the fight made by his sons to prevent his recent marriage in Portland to Mrs. Zenaide Du Rette, and to control the old man's fortune.

Upon the request of Mr. Meyers, J. H. Albert, president of the Capital National bank of Salem, forwarded the former's strong box to him at Portland, in care of the Portland hotel. The package was intrusted to the Wells-Fargo Express company here for transmission to Portland on the afternoon of August 21. It arrived in Portland that night at 11:30 o'clock.

The package never reached Mr. Meyers at his Portland address, and it has just been learned that it was stolen from the express company on the night of August 21, or the early morning of August 22. The circumstances of the daring theft are such that it is believed that unknown persons entered the express office at the Portland Union depot, where the package was left over night, and carried it away.

The strong box contained among other valuable packages and jewelry three notes executed by Henry W. and Milton L. Meyers in Joseph Meyers of a total value of \$52,600.

PORTLAND, Or., Sept. 8.—Will

1908 Meyers had a really dramatic life

Clipped By:



kstraps

Fri, Aug 10, 2018



Corner of State and Commercial - before Durbins' Block was built

Description

Lines of horses and men (band? with flag) in front of Durbin Livery Stable. Smaller version is 2013.013.0039.

Commercial & State Streets in Salem Oregon, 1880's

[View Description](#)

Print



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
PHOTOGRAPHER	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.



Anne Huteson,
Facebook



-33-



A LEADER IN HIS LINE.

Chas. W. Yannke Has a Complete Equipment in the Popular Fashion Stables.

The name of Chas. W. Yannke is inseparably connected with all that is best in livery stable management in Salem. From small beginnings he has gradually enlarged his business until now the

Fashion Stables are the most noted in two counties. In addition to regular livery and boarding stables, Mr. Yannke has a complete equipment of hacks, cabs and fashionable driving rigs, and also has the only ambulance in the Capital City. The Fashion Stables are prepared to handle large parties on short notice. They are located on High street, directly opposite Marion county court house.

1907 Fashion Stables

Clipped By:



kstraps

Fri, Aug 24, 2018

AUTO GARAGE REPLACES THE FASHION STABLES

CLUB STABLES TAKE OVER HACKS
AND CAB STABLES OF OLD
CONCERN.

The Fashion Stables, belonging to C. W. Yanuke, which has been an institution in Salem, is no more. The business was concluded last evening, with the close of the month and the building will now be an automobile garage.

The hack and cab business that has belonged with the Fashion Stables has gone to the Club Stables. So when you want a hack or cab in the future, phone Main 7 instead of Main 44.

The rest of the business of the Fashion Stables has gone to the various livery barns throughout the city, to all of which Mr. Yanuke commends his patrons. He wishes to thank the people who have patronized his business and to assure them that he is grateful for all their many favors.

Mr. Yanuke expects to remain in Salem. He will be busy for a time in settling up the affairs of the business that has just been closed, and he will find other channels of business and employment later.

1910 Auto garage replaces Fashion Stables

Clipped By:



kstraps

Fri, Aug 24, 2018



Bligh Block remembered for deadly fire in 1975

By Andy Zimmerman
Special to the Statesman Journal

It was one of the early footprints by Thomas Gregor Bligh in downtown Salem, but it is remembered for its fiery finish 40 years ago.

Bligh constructed the Bligh Block, a hotel and movie house at 441 State St. in 1912.

The Bligh Theater was reported to have 500 seats. The Hotel Bligh had 60 rooms. Bligh opened the Star Theatre in Salem in 1908, reportedly the first 10-cent show house in Salem.

At one time, advertising for the hotel was strung across State Street. Drivers going either direction could spot the word "Bligh" high above the traffic.

Bligh died in a car wreck in 1924. After, his wife, Anna, and son, Frank, ran the hotel and movie house.

The building's theater days ended in 1926, when Frank Bligh constructed the Capitol Theatre across from the Marion County Courthouse on State Street. The theater in the Bligh Building was remodeled for retail use in the fall of 1926.

In the hotel's later years, it consisted of 40 rental units and catered to long-term residents.

On June 8, 1975, the building was destroyed by fire. Two men were killed in the blaze, which officials determined was caused by arson. Fifty-eight people were left homeless.

It took five hours for fire officials to control the blaze. Arnold Stover, 48, and August Cico, 49, died in the fire. Stover lived at the Bligh for 10 years; Cico for four years, according to reports.

The fire gutted the second and third stories, while the first floor suffered water damage. Businesses at street level were Transamerica Title Insurance, Steimort's Studio and the Jewel Box, which was in the Bligh Building for 40 years, according to the



P. KR012.0W.0281 / WILLAMETTE HERITAGE CENTER

The Bligh Building is seen during demolition after a deadly fire in June 1975.

LOST SALEM

Do you know of an iconic Salem location, business or important event to the community that has been lost to history and should be remembered? Send suggestions to SJTimeCapsule@gmail.com.

Oregon Statesman. The hotel occupied the top two floors.

Police officials identified a suspect in the arson, Thomas Charles Hanson, whom witnesses placed at the scene, according to a Statesman Journal story from June 2014. Cold case investigators continue to search for Hanson.

The property has been used for parking since the Bligh was demolished. The Capitol Theatre was torn down about 25 years later, although the rest of the building remains. The Bligh name still can be seen on another of the family's former buildings at the northwest corner of High and Court streets NE.

Andy Zimmerman is a former Statesman Journal copy editor who writes a column about local history twice per month. You can contact him with comments or suggestions for future stories at SJTimeCapsule@gmail.com.



P. KR012.0W.0281 / WILLAMETTE HERITAGE CENTER

The Bligh Block, which included a theater and hotel, is seen circa 1924 on State Street. It was destroyed by fire in 1975.



P. KR012.0W.0281 / WILLAMETTE HERITAGE CENTER

The Bligh Block is seen before demolition in June 1975.

Andy Zimmerman

Clipped By:



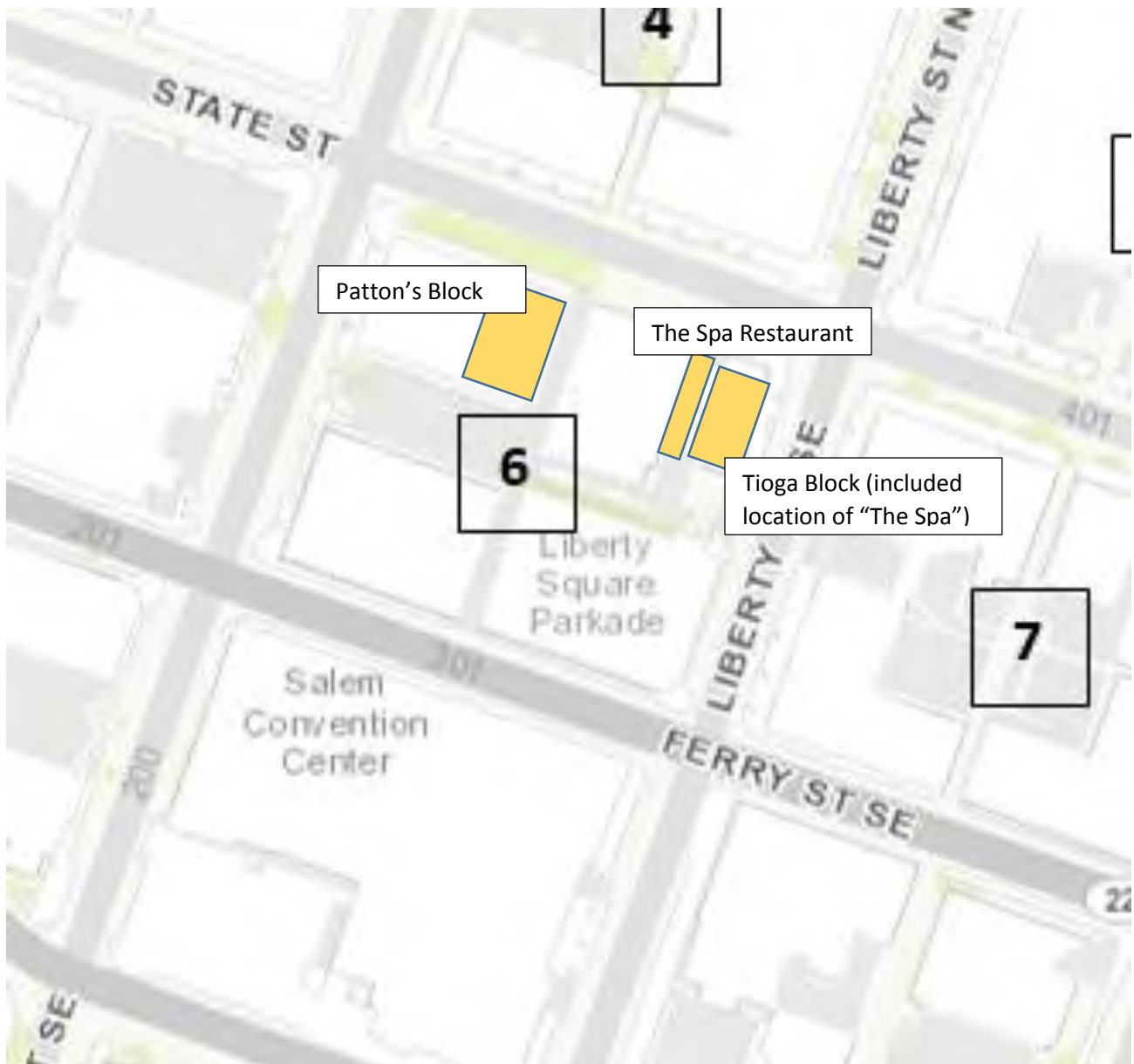
Ferg89
Wed, Feb 1, 2017

Alley Six Options:

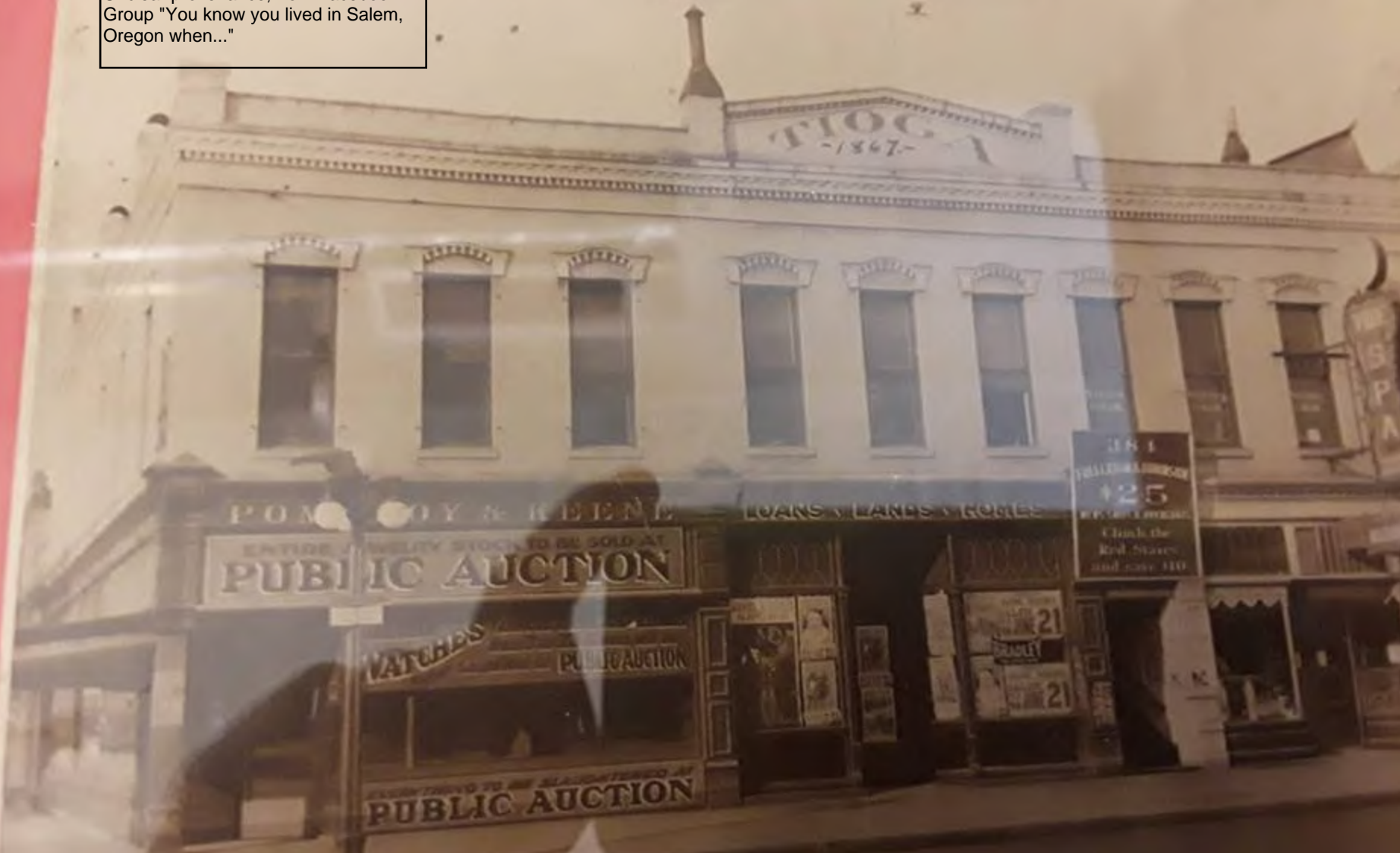
Patton's Alley - named for Patton's Block which was subsumed by the Ladd and Bush Bank.

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 **NOV 28 1979**
360-372 State Street
Salem, Marion County, Oregon

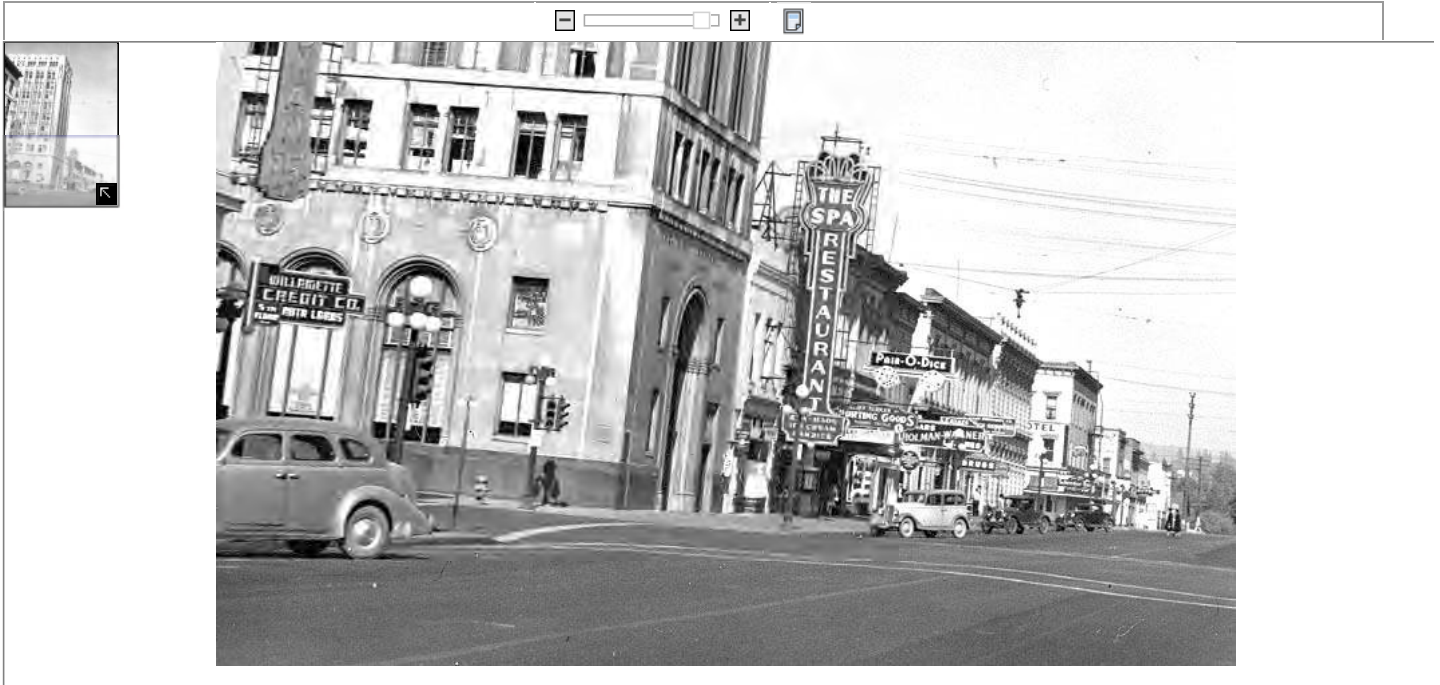
3 of 4 **FEB 1 1980**

Tom Cronise photo, c. 1920
West Collection
Oregon State Library
Salem, OR 97310

Southwest corner of State Street in Salem, Oregon, 1939

[View Description](#)

Print

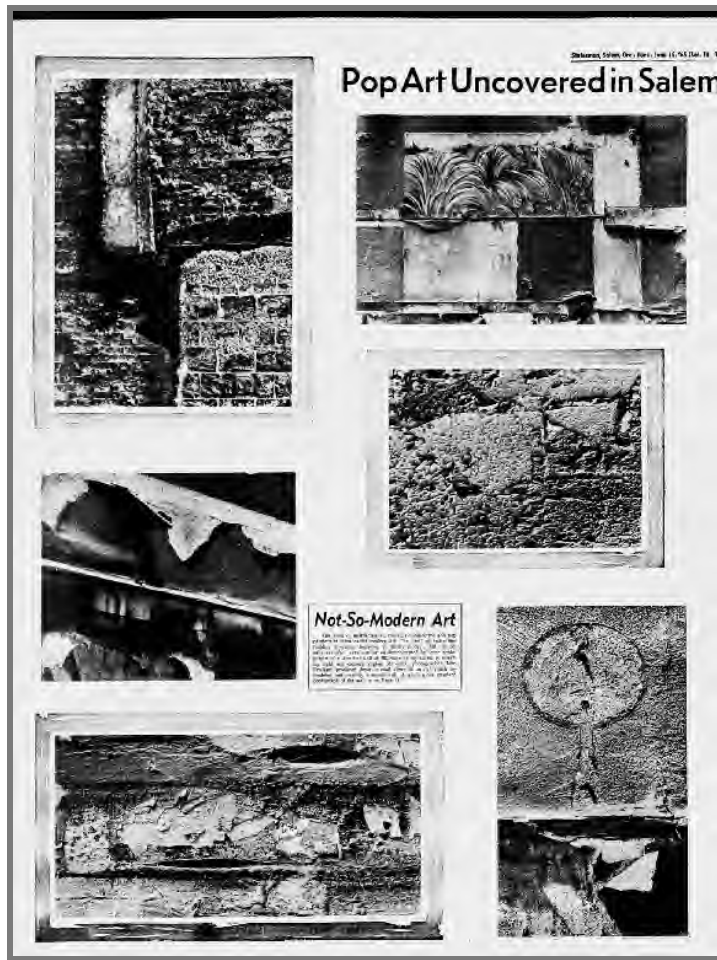


Description

PHOTO ID	1421
TITLE	Southwest corner of State Street in Salem, Oregon, 1939
COLLECTION	Ben Maxwell
DESCRIPTION	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.
DATE	1939
SUBJECTS	Salem, Oregon; Guardian Building; The Spa restaurant; Parker, Cliff; State Street
PHOTOGRAPHER	Ben Maxwell
COLLECTOR	Ben Maxwell
OBJECT	b/w negative
DIMENSIONS	2.6 in. W x 3.7 in. H
PHOTO SOURCE	Salem Public Library
CREDITS & RESTRICTIONS	Salem Public Library Historic Photograph Collections, Salem Public Library, Salem, Oregon
ACCESSION ID	SSV.3.7
IMAGE FILENAME	524163BB.jpg
CONTENTdm file name	524163BB.jpg
Date created	2004-04-05
Date modified	2011-01-14
CONTENTdm number	282

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1965 Art from the demolished Spa Restaurant

Clipped By:



kstraps
Thu, Aug 23, 2018

Ladd and Bush Bank in Salem, Oregon, 1880

[View Description](#)[Print](#)**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 SE; 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

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[Home](#) >> [Ben Maxwell Collection](#) >> [Patton Block on the south side of State Street between Commercial & Liberty, Salem, Oregon, ca 1886](#)

Reference URL

Patton Block on the south side of State Street between Commercial & Liberty, Salem, Oregon, ca 1886

[View Description](#)

Print



Description

PHOTO ID	12109
TITLE	Patton Block on the south side of State Street between Commercial & Liberty, Salem, Oregon, ca 1886
COLLECTION	Ben Maxwell
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. McF. 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
REMARKS	Research by Joan Marie "Toni" Meyering. This photo is from the Ben Maxwell Photo Album, p 53.
CONTENTdm file name	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.

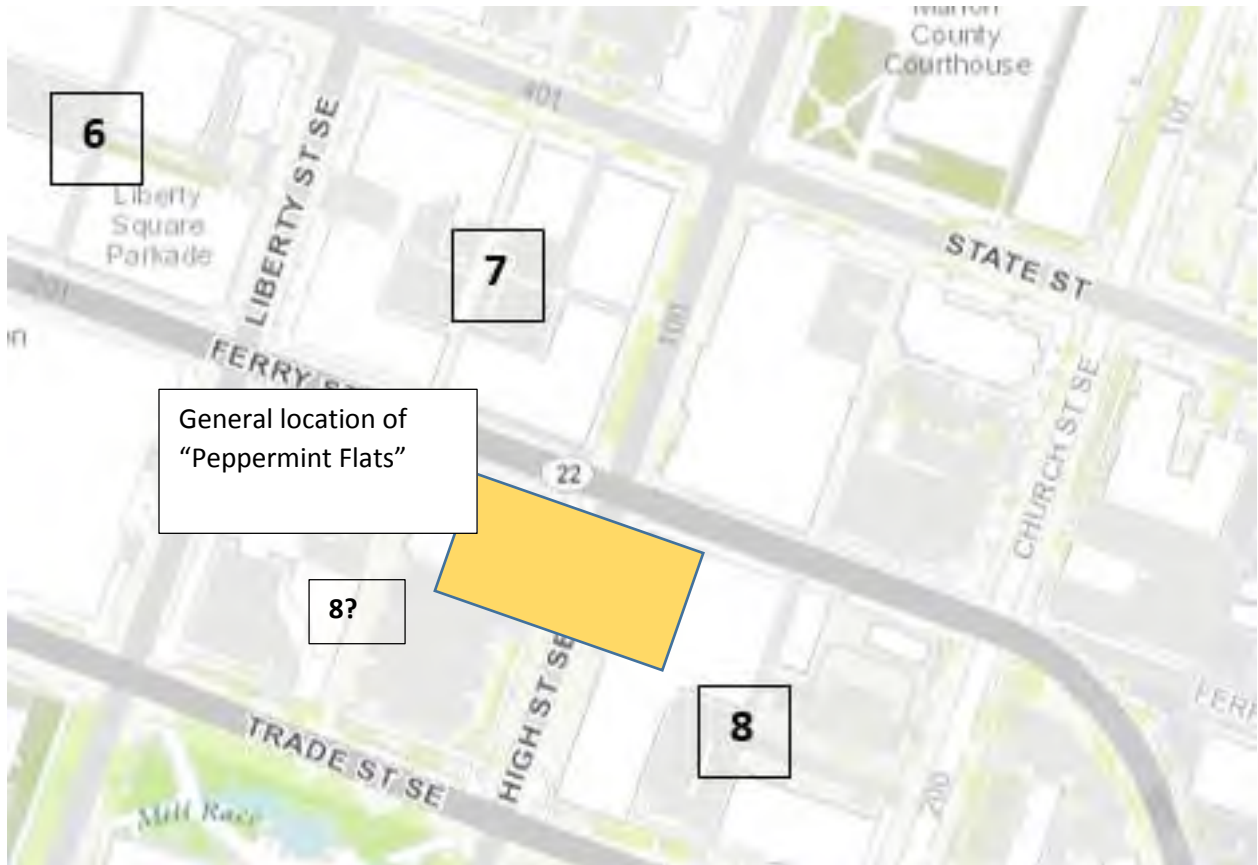


George Sun in his Salem store, circa 1920 with Maxine Lai Sun and Hem Lai Sun. Norma O'Kelley Collection, Org Lot 480, Box 1, Neg #OrHi019922.

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

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POWERED BY Newspapers.com

Previous alley-naming or beautification efforts

For your information.

Our Alleys Need Not Be Ugly

Thousands of people walk the sidewalks of downtown Salem daily. This foot traffic is attracted by the retail stores of the area and, in turn, makes the land adjoining the sidewalks very valuable for retailing.

Not far away, however, the alleys of downtown are all but deserted. Yet, potentially, they offer the shopper everything the sidewalks have except curbside parking.

The problem is that everybody, historically, has assumed that alleys were good for nothing but delivery trucks.

Downtown stores have been designed for people on sidewalks rather than alleys. Building fronts have been planned and constructed as attractively as the budget permitted while the rears were ignored. Big public entranceways are along the sidewalks, while out back there's nothing but a little door marked "employees only." And the backsides have been maintained about as diligently as they were designed, which is just barely.

The utility companies have followed suit, too. Their ugly poles and wires dominate most downtown alleys. But, gradually, some of these are moving underground. In Salem, for instance, Portland General Electric has gone underground in several downtown blocks. PGE plans to do so in many others in the future.

These alleys could be much more attractive, however. If so, the value of adjacent land and buildings would increase.

Some downtown buildings could be made very attractive from the rear. That's true of brick buildings particularly, especially those with interesting windows, doors and balconies. A good cleanup and some attention to the trim would work wonders.

There's an interesting architectural feature along many downtown alleys, too. That's open space.

Most downtown buildings have been constructed flush against sidewalks, because the land is so valuable. But that isn't true along alleys, especially in some of the older blocks. Many buildings don't extend all the way to the alley, leaving open areas in the interior of blocks. Most of these areas now collect dust in summer, mud in winter, and as many automobiles as awkwardly arranged space permits. But these open areas could be beautiful garden courts, leading into the back doors of retail shops.

Alleys won't make such a comeback until the utilities move underground. Even then, they won't become popular shopper malls unless merchants within a given block work together to dress up their backyards.

But something might encourage this. That would be the development of downtown parking garages. As some of these are constructed on the backsides of retail blocks, they will tend to feed foot traffic into alleys and backdoors.

Then, perhaps, we'll see a facelift of Salem's downtown alleys.



1966 Alleys could be improved

Clipped By:



sjlong687
Thu, Sep 13, 2018

Fancy alleys win approval

By MICHAEL ROALINS
Capital Journal Reporter

By the end of August, Salem should have nine ornate alleyways that are part of a package of downtown improvements approved by voters in a 1977 bond measure.

The Downtown Development Board today approved final architectural plans for improvements to alleys behind the Reed Opera House Mall and Frederick and Nelson department store.

The project could have been done sooner, but original design approval last year as part of a design contest had to be modified to accommodate the \$11,000 construction budget for the alley improvements.

Other factors in the delay were problems in designing ground slope and drainage problems and city replacement of sewer and water lines and storm drains in the Reed alley, and a storm drain behind Frederick and Nelson, said Dick Hayden, renewal administrator.

One particular water line in the Reed alley dated back to 1941, he said.

The two alleys were chosen because they are in a present private and public renewal efforts that generate more pedestrian traffic than other downtown alleys.

Representatives of the Seattle architectural firm that won the design contest were at the board meeting to outline the latest plans.

The new design eliminates ornate overhanging trellises but includes planters that later can be expanded and transformed into trellises.

About one-third of the alleys will be devoted to pedestrians and one-third to commercial vehicles. The commercial portion would be leveled to create the impression of a raised sidewalk for pedestrians. That design best suits the pedestrian, the vehicle and storm drainage characteristics, architects said.

The alleys will be paved with high-strength bricks made by a Vancouver, B.C., firm, Hayden said. The special bricks are shaped to allow interlocking of the pieces, much like a jigsaw puzzle with identical pieces, he said.

As a good faith measure, and as a test of the bricks' strength, the firm sent enough bricks for city crews to install a test strip across Court Street NE at High Street, Hayden said. Those bricks are free to adjust along with some maintenance advisers to teach city crews how to properly align the bricks.

The development board recommendation should go to the city council on April 14, Hayden said, with a construction start in late May.

The board also decided the alleys should remain two-way for now. There had been some thought given to making the alleys one-way, but loading, dock problems prevented it. Had the delay in the alley project further, the board decided to keep them two-way.

The board also voted to oppose nomination of the Wilson House at 48 Ward Street, SE, in the National Register of Historic Places if the house remains at its present inverted location.

Whether the deteriorated house can be restored is questionable, board members agreed, and a better use could be found for the vacant property if the house is to be demolished, it should be moved to another location, they said.

"I'm not a structural engineer, and let's just say it's better to go a long way," said Mark Siegel of the renewal division.

Board member Leo Chaffin said the house is in "impossible condition."

The Wilson recommendation also goes to the city council, which might take a tough decision on its hands.

The council will be receiving a counter-recommendation from the city Historic Landmarks Commission, which Wednesday recommended that the council endorse the nomination of the house to the National Register.

1980 Salem Alley improvement

Clipped By:



sjlong687
Thu, Sep 13, 2018

Beautification, sales in collision

The Downtown Development Board got some glum 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

Advertising Supplement

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 Greenbaum's 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 to explore 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 on 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.