

# SET UP SHOP *in*



## HISTORIC ALLEYS CHINATOWN ID





# Alley Revival

Unique, intriguing and human-scaled, Chinatown ID alleys offer a sense of discovery and a glimpse into our past.

60 years ago, alleys like Canton Alley in the Chinatown International District were vibrant places with small shops, residents, and gatherings. The community is now reviving its historic alleys to become the pedestrian-friendly spaces they once were; filled with small shops. The alleys' physical characteristics- historic brick architecture and the intimate scale of alley passage-ways make them alluring public spaces. Additional improvements are on the way. New pavement, lighting, public art, landscaping and signage will transform Canton Alley in the near future.

Now is a great time to make your business part of the unique experience of exploring Chinatown ID's alleys.

## Alley Assets

- pedestrian-scaled
- historic character
- social history
- community support
- future design improvements





Canton Alley circa 1960s

Photo from National Register of Historic Places



Canton Alley Jamfest 2013

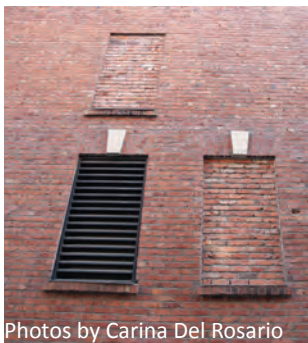
Photo by Carina Del Rosario

## Set up Shop in Alley History

**Historic Charm.** Chinatown ID alleys still retain many historic qualities that reflect their long history as mixed-use spaces. Canton Alley is framed by two historic brick buildings- the East and West Kong Yick buildings were constructed in 1910 to house Chinese-American pioneers. Large storefront windows, brick, fire escapes, and hidden windows and doors add charm and character to the alleys' physical environment.

**Historic Legacy.** Alleys have been part of the social history and urban fabric since the formation of the Chinatown ID in the late nineteenth century. For decades, alleys were bustling spaces with alley storefronts and residences above. For the Chinese-American community that took roots here, alleys were places to work, live, gather, and play.

It's all in the details: alleys abound with historic charm



Photos by Carina Del Rosario



**“It was a living community; a residential, industrial and commercial community at the same time.”**

James Louie, #4 Canton Alley  
former resident 1944-1949





JamFest 2013

**Alley activation: community events and pop-up shops**



Pop-up Shop, JamFest 2012

## Set Up Shop *in* Alley Community

**Your alley business comes with a support network.**

The Chinatown Historic Alley Partnership (CHAP) is the community's effort to revitalize historic Canton and Maynard Alleys through programming and physical improvements.

In recent years, alley events and pop-up shops were very successful in bringing people back to the alleys and creating excitement about the potential of these spaces. These storefronts are perfect for small retails, artisan shops, and startups. Businesses have been and continue to contribute tremendously to the character and dynamic of these alleys.

**"I remember on weekends, my family would go and we'd buy tofu and other food products. There's a mochi paste that we bought from a woman who made them in her apartment unit in Canton Alley."**



Photo by Carina Del Rosario

Ron Chew, Director of ICHS Foundation  
(on recalling his childhood growing up in the neighborhood in the 1960s)



A photograph of a historic brick building at night. The building has large windows with black frames and a dark door. A bicycle is hanging from a metal structure above the door. Several bicycles are parked on the sidewalk in front of the building. The scene is illuminated by warm interior lights and some exterior lighting. The text "SET UP SHOP *in*" is overlaid in white on the right side of the image.

SET UP  
SHOP *in*

# HISTORIC ALLEYS

## PIONEER SQUARE







Photo by Carina Del Rosario

# Alley Revival

**One-of-a-kind and human-scale, Pioneer Square's network of alleys offer discovery and a glimpse into our past.**

The historic brick architecture and the intimate scale of alley passageways entice people to turn the corner and explore. Over five years ago, the community recognized the potential for its alleys to be a 'second' front door and contribute to the neighborhood's economic vitality. The community spruced up the alleys and welcomed everyone to monthly events ranging from circus performers, musical events and dog shows. Since 2008, more than 6,000 people have attended alley events.

All of this effort paid off. Today people use the alleys daily to enter businesses and homes, take a shortcut or even snap a picture.

**"I use the alley all the time. I water my plants in the wood planter boxes. I've gotten to know my neighbors. people now come by and say, 'Hi Mary, things are looking great!' "**

Mary Peabody, Pioneer Square resident

## Alley Assets

**pedestrian-scaled**

**historic character**

**small footprint**

**community  
support**

**future design  
improvements**





It's all in the details: alleys abound with historic charm



Photos by Carina Del Rosario

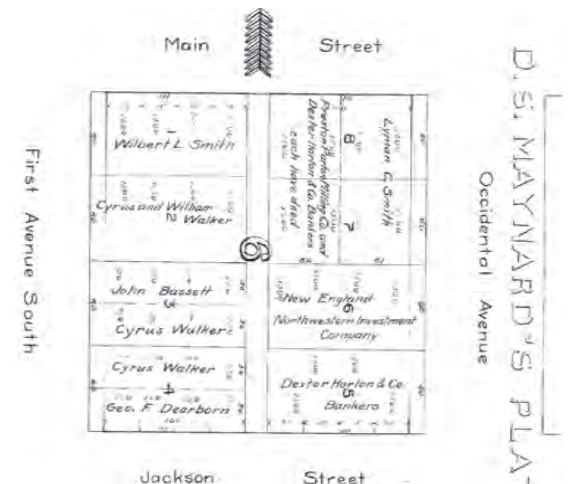


## Set up Shop in Alley History

**Historic Charm.** People walking through the alleys marvel at the traces of history. Historic bricks exposed on the surface, old shutter brackets attached at windows, and ghost signs still visible reveal the significance of these alleys.

**Historic Legacy.** Pioneer Square alleys long supported stand-alone shops and working entrances. Alleys show up on historic maps dating before the Great Fire of 1889, which burned 25 city blocks. Industrious Seattleites rebuilt Pioneer Square with the brick buildings you see today. The City later filled the streets and alleys with one story of soil to alleviate flooding. Take a walk down the alleys and look for evidence of the former first floors - exposed tips of basement windows, doors and openings to the 19th Century.

Nord Alley  
Beginnings:  
A 1900 map of  
Seattle shows  
Nord Alley.  
Photo: City of  
Seattle

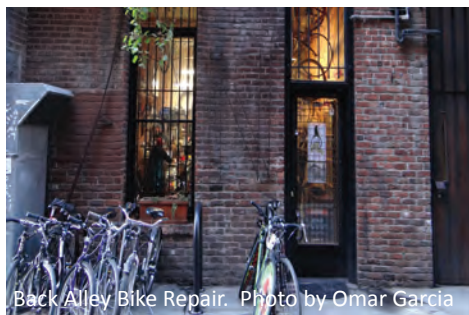






Alley Up Event. Photo by Constance Brinkley

## Alley activation: events, business storefronts and public art



Back Alley Bike Repair. Photo by Omar Garcia



Alley Art. Photo by Erika Schultz



World Cup Alley Event. Photo by Jordan Lewis

# Set Up Shop *in* Alley Community

Join a vibrant network of residents, businesses, community organizations and city leaders dedicated to making our alleys safe and welcoming. The International Sustainability Institute and the Alliance for Pioneer Square lead a community effort to revitalize alleys through programming and physical improvements.

By bringing people into the alleys, Pioneer Square is turning its backsides into its 'second' front door. Once boarded up windows now open to the alley, signs hang over doors and neighbors and businesses continually gather to plan still more activation. The space sizes are ideal for a small-scaled business or artisan shop. The Alliance for Pioneer Square provides assistance by connecting potential businesses and landlords, makes introductions to lenders, and streamlines the process of getting the doors open for new businesses. Make your business a part of the growing alley community.

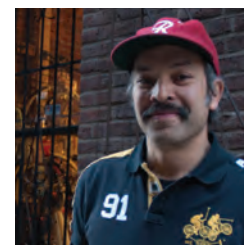


Photo by Carina Del Rosario

**"We'll always have big glass skyscrapers, but when the community is tending to its alleys, doing commerce, and creating things, the scale is more in line with people, culture, and communities than institutions."**

Ben Rainbow, Back Alley Bike Repair

**"Now you have things you can visually explore while walking through the alley rather than just trying to get through the alley."**

Michael Lindsey, Laguna Pottery



Photo by Carina Del Rosario



# Chinatown ID



West Side of Canton Alley

## Alley Exploration

- PS alley
- PS active alley
- CID alley
- CID active alley



West Side of Nord Alley

## Pioneer Square