



## International Sustainability Institute

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[www.alleynetworkproject.com](http://www.alleynetworkproject.com)



Cover photo by Jordan Lewis, courtesy International Sustainability Institute

## WHY ALLEYS

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Alley Network Project draws on the energy and ideas of neighbors, businesses, colleagues and community groups to transform Pioneer Square's alleys into one of its unrivaled assets. Alleys offer the opportunity for Pioneer Square to boost healthy activity on its streets, feed its vibrant arts culture, and draw people to local businesses.

### The Neighborhood's Advantage.

The scale of the buildings, narrow alley passageways and architecture make Pioneer Square's alleys visually alluring. Once the City of Seattle's Clear Alley Program removed the dumpsters (see link, pg 12), the alleys became a potential space for people walking through the city, neighborhood events and micro-storefronts.

### Neighborhood Enthusiasm.

When the International Sustainability Institute began holding events in the alley behind its offices, the response was overwhelming. Since 2008, more than 5,000 people attended alley events, University of Washington students devoted hundreds of hours to design work, and the Historic South Downtown and City of Seattle Neighborhood Matching Fund programs awarded funding for art installations and events. Neighborhood residents and businesses recognize the potential of alleys and are working to reclaim them still more.

### A Unified Effort.

Alley activation requires a community to work together and draws it closer. A diverse cross-section of members is required to plan events that everyone is excited about. Everyone must chip in to help organize these screenings, parties and art displays, and, often these events can support other good work going on in the community. In 2011, a party in the Nord Alley, for example, helped the King County arts group 4Culture thank all the artists displaying their work in nearby Occidental Park.

Alley projects leverage funds from the government, private foundations and local businesses. They tie together professionals and citizens with a wide variety of talents, including public space experts, community organizers, marketing professionals and research students - to jointly problem solve and, most important, create communal spaces.

## WHY EVENTS

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### Put people in your alley.

Putting people in your alley is a first step. People breath new life into spaces that have long been used for illegal activity or dumping trash.

Our approach was to throw unique events. After hosting numerous events over several years, we can see Pioneer Square's alleys transforming. A bicycle repair shop recently moved into one alley - with its front entrance in the alley. Plants and flower pots are starting to sprout up in the nooks and crannies of alleys. And some shops now feature their signs and menus on alley doors.

All of these steps are collectively starting to change how these spaces are perceived and used.



Photo by Erika Schultz, courtesy International Sustainability Institute

## HOW TO USE THIS HANDBOOK

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This Alley Event Handbook is designed as a 'step by step' guide to plan and host an alley event. The steps for obtaining a permit are specific to Seattle, but you can use this as a guide if you live elsewhere.



Photo by Mira Poling, courtesy International Sustainability Institute

Reclaim your alleys! Explore! Create!  
Have Fun!

# PLAN YOUR ALLEY EVENT

When people come to an alley event, they're often amazed to be watching a film, hearing great music, or simply hanging out. Changing the perception of alleys as places for crime or garbage into places to be used by everyone is not only possible, but happening all over the country and the world.

Alleys in Melbourne, San Francisco, Chicago and Seattle – to name a few – are being changed into usable and creative public spaces. Opening stores and restaurants into the alleys, installing lighting, arts, and plants, or finding ways to treat stormwater are all part of the realm of possibilities.

Here in Pioneer Square, The Alley Network Project has learned the nuts and bolts of hosting events in alleys. We would like to share that knowledge for anyone interested in learning about cleaning up their alley and hosting events. Below is a guide in helping you throw a great event!

## PLANNING SCHEDULE

### at least 2 months prior

- ☐ **SET THEME:** art or visual installation, music, food tastings, film, performance
- ☐ **SET DATE:** check if other events are happening on same day to piggy-back
- ☐ **COMMUNICATE** with neighbors on the block
- ☐ **PARTNER** with volunteers and assign roles
- ☐ **RAISE** funds
- ☐ **SEEK** donations
- ☐ **START** permit application
- ☐ **SEND** save-the-date

### 1-3 weeks before event

- ☐ 3 weeks: send out invitation
- ☐ 3 weeks: distribute postcards, flyers at local businesses
- ☐ 1 week: send reminder
- ☐ 1 week: get signed permit

### 2 hours before event

- ☐ close alley and place barricades
- ☐ clean and set up alley (see 'preparing the alley', next page)

## Setting Up Food and Drink

- ☐ Estimate food quantity
- ☐ Food options
  - food cart vendor
  - potluck
  - local business donations
- ☐ Table suggestions
  - 6 foot table for food
  - 6 foot table for beverages
  - 6 foot table for community displays
- ☐ Alcoholic beverages
  - The Washington State Liquor Control Board can give you permits for serving alcohol indoors or outdoors.
- ☐ Display table for community participants
  - event information, sign-up sheets and other information



Photo by Mira Poling, courtesy ISI

## Decorations and Other Ideas

- ☐ Flowers
- ☐ Lights, candles
- ☐ Seating (moveable chairs invite people to stay and sit)
- ☐ Photography: assign a volunteer or hire a professional to take pictures

## Preparing the Alley

- ☐ Barricades or cones to close the alley
  - Ensure access to parking garages (partial alley closure)
  - Remind neighbors and businesses what areas will be blocked off so that deliveries can continue as scheduled
- ☐ Request cleaning the alley from the Metropolitan Improvement District (if downtown Seattle) or the waste company that serves your area
  - Cleanscapes: 206.859.6700
  - Waste Management: 206.505.9057
- ☐ Volunteer cleaning: enlist volunteers to clean your alley if you're unable to find service providers (need hoses brooms, etc.)
- ☐ Guide people into your alley. Some suggestions:
  - A-boards
  - Balloons
  - Signage

After the event make sure you leave the alley  
CLEANER than you found it!

# HOW TO GET AN ALLEY EVENT PERMIT

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This application isn't as hard as it might look. We've tried to give you all you need to get through the on-line process.

**Step 1.** Set up an account with Seattle Department of Transportation  
[http://olp.seattle.gov/DP1/Metroplex/Seattle/login/WIZ\\_LOGIN.asp](http://olp.seattle.gov/DP1/Metroplex/Seattle/login/WIZ_LOGIN.asp)

- Page 1 - Click on Create an Account
- Page 2 - Skip Contact ID - click next
- Page 3 - Create a user name & password; enter email address, first name, last name, company name (if applicable), address, and phone number - click next
- Page 4 - Review information you created - click finish if all looks correct

**Step 2.** Create an Application. This process will take approximately 5 minutes. Follow the prompts. You may see a term that you don't recognize. Below are a list of prompts and terms with our suggested response.

Begin by entering your user name and password from account set up  
[http://olp.seattle.gov/DP1/Metroplex/Seattle/login/WIZ\\_LOGIN.asp](http://olp.seattle.gov/DP1/Metroplex/Seattle/login/WIZ_LOGIN.asp)

- **Start an Application**
- **Permit Type and Details**
  - Application Type - Select Simple Street Use Permit
  - Select Work Type - Other Use of Right of Way
  - Description of Work - explain what you are planning. "ALLEY EVENT" will be sufficient - click next
- **Permit Site Address**
  - Enter the address for *the street in front* of your alley
  - Street Use Permits Only – skip this field- click next
- **Details: Simple Street Use Permit**
  - Click on Add Type of Use – This brings up a box of options
  - Select "STR BARRICADING- PRIVATE, TEMP (3A)"
  - Enter Start Date
  - Enter Duration
  - Enter square footage (approximate area) - click save & continue
  - Arterial or Non Arterial box - Select "non-arterial"
  - Mobility Impact - check all that apply; Alley Closed or Partially Blocked
  - Time of Day - check the one that applies to your event

- Impacted Infrastructure - click alley
- Job Number - skip and click next

- **Applicant, 24 hour Contact, and Additional Contacts**

- Applicant's relationship to the permit - if you are managing the event, you can click on "MANGER"
- Permittee - choose applicant, other individual or company (company could be a not-for-profit) - click Add Contact
- 24-Hour Contact - choose applicant or other individual - click Add Contact

- **Application Information Confirmation**

- Review your information
- If everything is correct, click Finish

- **Fee Status - this will be the deposit amount**

- Select your method of payment. If you select pay in person, you are finished - just print a copy and take to:  
Seattle Department of Transportation  
700 5th Avenue, 23rd floor, Street Use, Seattle, WA 98124

If you select pay by credit card - hit next and you will be taken to an online credit card page- complete the form and click continue - you will be taken to the next page to review and complete.

**ITEMS: Once you receive your permit number, assemble the information below and email it to: [annualpermits@seattle.gov](mailto:annualpermits@seattle.gov). Be sure to reference your permit number in the email.**

- *signatures* from all building owners located on the that alley acknowledging that you will close for the event (see example in this handbook, pg 10)
- *map and site plan of alley closure* showing locations of alley closed signs and barricades (see example in this handbook, pg 11)
- *proof of a \$1,000,000 liability policy*, City of Seattle named as an additional insured and a special endorsement - information found at:  
<http://www.seattle.gov/transportation/cams/cam2102.pdf>  
<http://www.seattle.gov/transportation/cams/cam2500.pdf>

## sample PERMISSION LETTER

Your name, alley name or logo here  
RE: Letter of approval - Temporary Alley Closure for Alley Event

**We're going to have an ALLEY EVENT!**

**Date:** 00/00/000

**Time:** 00:00 am/pm

During this period, the alley will be closed to through traffic. One end of the alley will be open to allow for parking garage access.

If the applicant representative is different than the building or business owner (i.e. property manager), fill in both columns.

Applicant Representative Name: \_\_\_\_\_ Business/Building Owner Name: \_\_\_\_\_

Company: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

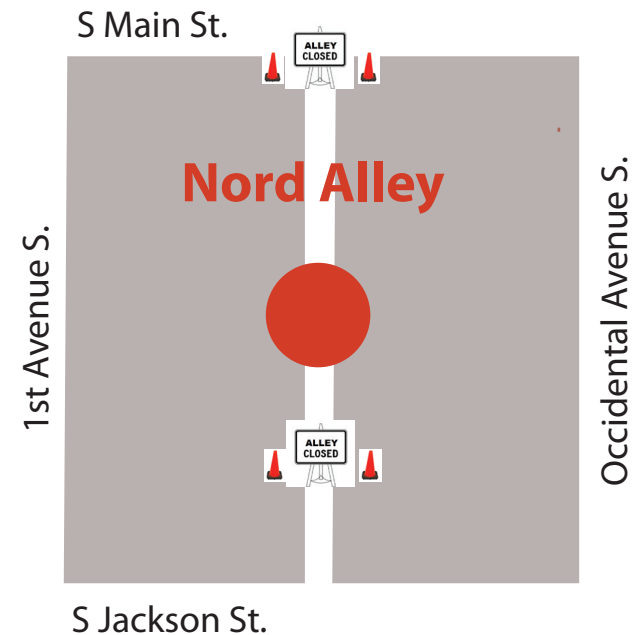
E-mail: \_\_\_\_\_ E-mail: \_\_\_\_\_

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please contact **your name** at 206-000-0000 or **me@emailaddress.com** if there are any questions or concerns regarding this letter.

## sample MAP & SITE PLAN

Below is a sample map needed for your application. This map shows one "alley closed" sign partially blocking the alley to allow parking garage access.



Map adapted from The City of Seattle Department of Transportation  
Street Use Permits - Roadway Closure Barricade Requirements.

## ALLEY RESOURCES

Alley Network Project (This site has a list of other alley resources.)

[www.alleynetworkproject.com](http://www.alleynetworkproject.com)

Alleys of Seattle Blog - Daniel Toole

[www.alleysofseattle.com](http://www.alleysofseattle.com)

International Sustainability Institute

[www.isiseattle.org](http://www.isiseattle.org)

## The City of Seattle's Clear Alleys Program

[www.ci.seattle.wa.us/util/Services/Garbage/CommercialGarbage/ClearAlleyProgram/index.htm](http://www.ci.seattle.wa.us/util/Services/Garbage/CommercialGarbage/ClearAlleyProgram/index.htm)

The City of Seattle Department of Transportation - Permits

[http://olp.seattle.gov/dp1/metroplex/seattle/login/wiz\\_login.asp](http://olp.seattle.gov/dp1/metroplex/seattle/login/wiz_login.asp)

The Seattle Integrated Alley Handbook

[www.greenfutures.washington.edu/pro-publicspaces.php](http://www.greenfutures.washington.edu/pro-publicspaces.php)

## NOTES

# NOTES

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