



Astoria Downtown Historic District Association

*Encouraging community involvement and investment in preserving
the character of historic downtown Astoria while promoting its health and future.*

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13TH STREET ALLEY GOES FROM DRAB TO FAB

Astoria, OR – A dim and dreary alleyway in downtown Astoria is getting all dressed up to play a more important role in the urban streetscape. Since January, strollers downtown have enthusiastically praised the welcoming lanterns strung across the 13th Street Alley, a narrow passage that intersects the block between 12th and 14th to connect Commercial Street with Duane. It turns out that this was just the dress rehearsal with temporary lighting, which is scheduled to be removed in early June.

The Astoria Downtown Historic District Association plans to use an innovative mix of art and lighting to transform the alley into a vital connector, a safe and welcoming walkway that encourages locals and visitors alike to explore more of downtown Astoria. The goal is to mount a permanent lighting installation similar to the temporary lanterns and an attractive paint scheme, either a graphic design or a mural. The uplifting combination of art and lighting will add interest and vitality to what is currently a neglected space given more to lurking than strolling.

Business owners and landlords with buildings adjacent to the alley welcome the project. Dulcye Taylor, owner of Old Town Framing Board President of ADHDA, is excited about the possibilities. "Simply activating the 13th Street alley with overhead lights in the last few months has made a big difference in foot traffic from Commercial to Duane St. as well as giving some sense of safety to this cool feature of downtown. Imagining what this connector alley could be with some permanent lights and color is very exciting for our neck of downtown. I hope everyone pitches in a little something to make it happen!" Rosie Samp, owner of Erickson Floral Co. is also enthusiastic. "After the globes went up, it glowed! So many people were wowed by it and several were taking pictures and selfies. People are in support of this positive movement and truly care about our downtown."

The ADHDA looks forward to installing the permanent lighting this fall when the nights draw in. Fundraising for this portion of the project is now underway, with \$2,000 already collected toward a goal of \$7,000. Donations can be made online at www.astoriadowntown.com, mailed to ADHDA, PO Box 261, Astoria, OR 97103, or dropped off in person at Old Town Framing, 1287 Commercial Street, Astoria.

The paint scheme is set to be completed in the summer of 2019, and a call to regional artists will be issued this summer soliciting proposals for an innovative graphic or mural to enhance the alley. Later in the year, project finalists will be presented to the public for feedback. Donations will be sought for the artist commission fee and materials.