



# What's Up!

# DOWNTOWN

GREATER EASTON  
Development Partnership

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

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## Coming Soon: Main Street App and Maps

Easton isn't exactly an enormous town, but there are plenty of shops and restaurants tucked down side streets and alleys. Main Street's marketing committee is undertaking two initiatives to make it easier for both visitors and residents to find what they need downtown.

For the ever-growing number of smartphone users out there, a Main Street mobile app is being developed and nearing completion. It will include all the information visitors and residents need to get the most from downtown, including a directory of restaurants, parking areas and local services such as salons. The app will be ready to download from the Main Street website and your phone's app store by early February.

In the late spring of 2013, keep an eye out for new directional signage around town. Inspired by the success of the maps and signs for the Karl Stirner Arts Trail, these pedestal maps will point pedestrians to local attractions, restaurants and other downtown businesses. Main Street will be able to update the maps as more business are added to the downtown core.

With the city's cooperation, the Main Street Marketing Committee will install at four signs. Ideas for locations include near the Grand Eastonian Suites Hotel, near the parking deck at Pine Street and S. Third, on N. Third Street near Spring Garden St. and near the Sigal Museum /Visitors Center.

To stay updated on these projects, follow Main Street on Facebook ([www.facebook.com/EastonMainStreet](http://www.facebook.com/EastonMainStreet)) or Twitter (@eastonmainst).



App Menu



App Icon      Splash Intro Screen

## Design Committee Hopes to Shine a Light on Alleys

Downtown Easton's Bank Street and Lehn's Court alleys already have a lot going for them — shops, restaurants and plenty of foot traffic. This summer, the Main Street Design Committee hopes to shine a light on these unique thoroughways and the businesses located along them. Committee members Amy Boccadoro and Mike Brett are spearheading a project of lighting and art installations for these two alleys.

The Downtown Alley Lighting Project has two components: a permanent lighting system and a temporary art installation. The lighting will make the alleys more visible, providing increased safety for tenants of nearby buildings, evening patrons of bars and restaurants, and late-night staff of downtown businesses.

Amy and Mike imagine cafe-style strands of bare bulbs criss-crossing the alleys. This portion of the project

will be installed with the support of the City and Main Street. However, they will also be seeking input from businesses on and near Lehn's Court and the pedestrian-only sections of Bank Street.

The proposed art installation was first inspired by a trip to the Simon Silk Mill on 13th Street. This complex is the site of Movies at the Mill and is being rebuilt as an arts and residential community. In the mill's past life, it was used to manufacture lampshades.

"They still have all the old forms for the lampshades, in varying sizes. We wanted to do something with them because there are a ton of them," explains Amy.

Drawing on a Norwegian design and the materials available at the Silk Mill, Amy and Mike have proposed an installation that makes use of the skeletal lampshade frames. The frames would be hung on the bare bulbs, and possibly given a coat of paint for a pop of bright colors. The overall effect would create a sort of outdoor ceiling, while connecting Easton's arts and industrial heritage.

"It's great we can bring that part of the Silk Mill into downtown," says Amy.

This project is still in the early planning and design phases, but expect to hear more about it before summer. The Main Street Design Committee will be working closely with the City and business and property owners in further planning and execution.

## Megan and Brittany Move On (but not far)

Join us in congratulating Easton Main Street Assistant Manager as she moves to her new role as full-time Easton Farmers' Market Manager. For the past 5 years, Megan has split her time between the Market and Main Street.

Also be sure to congratulate former Main Street intern and part-time Assistant Market Manager Brittany Vokoun, who has joined Megan at the Market as full-time Assistant Market Manager. Their offices will continue to be located at 35 S. Third Street along with the Main Street staff.

## Easton Welcomes the Following New Businesses

The following businesses recently opened in the Main Street area. We'd like to take this opportunity to welcome them to downtown Easton and wish them much success!

- **Susan Kolar Couture**, custom bridal boutique; 400 Northampton St.
- **The Game Gallery**, retro and modern video games and accessories. NEW LOCATION also offers an art gallery and arcade; 317 Northampton St.
- **Your Inner Beauty**, hair salon; 353 Northampton St.
- **Towheads Hair Studio**; 40 N. Third St.
- **Easton Record Exchange**, vintage vinyl and other music; Centre Square

- **Vizion**, hair salon; 355 Ferry St.
- **Swaye**, fashion boutique; 13 N. Third St.
- **Q & D Income Tax**, financial services; 158B Northampton St.
- **SydlexStyles**, hair salon; 353 Ferry St.
- **Mosaic Mary**, art gallery; 22 S. Third St.

## New and Improved Organization Committee Needs Your Help

Easton Main Street Initiative is a volunteer-driven organization. All of the major projects, events and partnerships are supported by the hard work of volunteer committees,

working together to support the economic development and vitality of downtown Easton. Currently, the revamped Organization Committee is seeking volunteers.

The responsibilities of the organization committee include:

- Identification of partnerships
- Volunteer recruiting, training and recognition
- Communications, public relations and intra-community dialogue
- Fundraising and financial planning
- Board nominations and training
- Potential volunteers should be able to commit to one meeting a month, as well as tasks executed beyond meetings (approximately 6 hours per month).

If you think you would be a good fit for the Organization Committee, please contact Kim Kmetz at [kim@eastonpartnership.org](mailto:kim@eastonpartnership.org).

## DC Dancewear Sweeps Holiday Hues Contest

The votes have been counted, and the people have spoken loud and clear: DC Dancewear had the most creative holiday display this year.

With a fun and colorful window display (and a formidable Facebook rally for votes), the local dance shop took over 200 votes in Main Street's 2012 Holiday Hues contest.

The contest challenged downtown businesses to design their window displays around a color chosen from a box of Crayola crayons. Though DC Dancewear was one of the last to pick a color, they made the most of their choice of yellow-green. Their display incorporated shades of bright green, purple and hot pink.



For their efforts, DC Dancewear received ad space in Easton Patch, [Lehighvalleylive.com](http://Lehighvalleylive.com), the State Theatre Playbill, The Elucidator and

spots on WDIY public radio. Join us in congratulating them on their creative display and committed fans.

## Economic Restructuring Committee Participates in City's Comprehensive Plan Rewrite Process

ESMI's Economic Restructuring Committee has been involved in the process of rewriting the City's Comprehensive Plan which began in June of 2012. A Comprehensive Plan sets the development direction for the City for 20 years and is the most important regulatory guiding document that a municipal entity can write. Items reviewed range from infrastructure and utilities to housing and business and the relationship of all of these elements

to the greater whole, our neighbors and the region. The document essentially becomes a law which decisions by local government and the Planning Commission and Zoning Hearing Board are made. The Comprehensive Plan is supported by the technical details outlined in planning and zoning codes but does not replace these laws or amend them. Becky Bradley, Director of Planning and Codes for the City states, "We will be codifying how we plan to develop and where that development will be, how it will relate to the neighborhood that it is part of, adjoining neighborhoods and the City and region as a whole. Utilizing statistical and economic modeling, mapping and urban design drawings we will bring the ideas that we get from the community together in a single guiding document. Interviews with organizations like Main Street, utility companies, state and regional agencies, etc. will be held through March 2013.

We will be conducting targeted door-to-door surveys in the spring and anticipate having a larger public meeting on our findings after that. Analysis, synthesis, writing, mapping and drawing begins with a final document being released in 2014."

Input from the Easton Main Street volunteers and leadership is very valuable to the City staff as they work on updating Easton's Comp Plan. Because of the important work we do in revitalizing the downtown and working closely with business and property owners, we have important insight into how our community should continue to develop. The ER Committee looks forward to continuing to provide guidance and feedback about downtown development as the process continues in 2013 and 2014. Watch for further public announcements about how the general public can participate in the process of rewriting the City's Comprehensive Plan.