



DOWNTOWN

www.EastonMainStreet.org

Vol. 7, Issue 2, Summer/Fall 2012

Bike Racks, Murals Enliven Easton's Gateways

In addition to their usual spring and summer plantings, the Easton Main Street Design Committee has been hard at work facilitating new projects to brighten our downtown. With playful new bike racks and a colorful new mural, downtown Easton's busiest streets are even more welcoming to visitors.

Downtown is gaining three new artfully designed bike racks, adding to the vibrant array already in place. Installed in the late spring, the first bike rack is shaped like a set of enormous pumpkins, created by artist Will Schlough to honor the memory of the late Robin Porter and his dedication to the Farmers Market. A second bike rack by artist Ryan Welty, called "Grass," is designed to complement the scenery at Riverside Park. And the last bike rack that downtown Easton currently has space for -- a design by Easton artist Paul Deery -- is being dedicated with a family bike ride to its home across from Riverside Park.

Design committee chairperson, Liz Rosen, has been pleased with the public's response to the bike rack project. "People are excited about the pumpkins in particular," she says. "You



can see families taking their pictures with them on the weekends."

For the majority of this year, Fourth Street has been receiving a makeover, as part of Easton's Gateway Improvement Project. Fresh pavement, new sidewalks and young trees in custom planters have all become a part of its new face. And thanks to the Rotary Club of Easton, a new mural has completed the look. Painted by the Freehand Mural Group and dedicated to Rotarian Ted Pierce, the mural features iconic jazz imagery and bold colors.

The Design Committee has more projects up their sleeve, including a plan to work with merchants and property owners to beautify empty storefronts. Liz says this "visual merchandising" can not only provide another street-level marketing outlet for retailers, but help people imagine the possibilities within those great big windows.

If you have an idea for making downtown look great and would like to join the Main Street Design Committee, contact Kim Kmetz at kim@eastonpartnership.org

Main Street Goes Mobile

Downtown Easton is filled with restaurants, retailers and services -- some hidden in alleys or tucked in historic buildings. The Main Street Marketing Committee has a new mobile app in the works to help visitors and residents discover more great businesses, services and events in our booming downtown.

The new, full-featured app will be available as a free download for all Smartphones and features a design that reflects the spirit of our downtown -- fun, colorful and artful. It will be a mobile home for all the same information visitors and residents depend on the Main Street website for, including:

- A directory of restaurants
- Places to shop
- Listings for healthy and family-friendly activities
- A directory of Easton's many salon and beauty destinations
- Places to stay while in town
- A calendar of events

The Marketing Committee is working closely with a developer who specializes in apps for Main Street organizations to create a solution that meets the needs of all who love downtown Easton. It will be available by the fall for download.

Looking for Space? Follow the Faces



You may have noticed some new faces in town -- and I'm not talking about new neighbors. Part of a storefront visibility campaign, these colorful talking head decals tout the potential of unused commercial space in downtown Easton.

"It is a way to artfully address the empty buildings," says Ken Jones, Jr. co-owner of Mercantile Home and one of the volunteers who spearheaded this project. The playful decorations aim to highlight individual commercial properties, while demonstrating that people are paying attention to the empty spaces in town. They can also help point out spaces that are currently under development, but not open for business yet.

The campaign kicked off July 7th. It currently highlights ten storefronts, with plans to include more as spaces fill up.

"Downtown Easton is really a great place to be an independent retailer," explains Ken. He believes the combination of eager new retailers and the long-time business owners is what provides so much positive energy

Continued on other side

in downtown Easton. The storefront visibility campaign helps demonstrate this spirit of mutual support.

In addition to ongoing dialogue among property owners, the positive dialogue between city government, zoning and the Main Street Initiative facilitated this campaign. "They were all really encouraging," says Ken.

What's going to fill these spaces? Ken and Mercantile's other owner, Ron Morris, have plenty of ideas, from a vegetarian restaurant to a shoemaker to late-night food. No matter what opens in downtown, they will be entering a rich community of small, successful business owners.

Main Street Intern Spotlight: Brittany Vokoun



Whether you have enjoyed the Farmers' Market, a free concert by the river or Heritage Day, you may have met Brittany Vokoun, the newest face at the Easton Main Street Initiative. Brittany is working as a special projects coordinator for the South Third Street streetscape improvement project and also has recently moved into a new role as Assistant Manager for the Easton Farmers' Market.

Brittany found Easton as a visitor, and fell in love with the architecture and community. She is pursuing a master's degree in Historic Preservation, but is particularly interested in Main Street management. An internship with the Easton Main Street Initiative seemed like a perfect fit to her.

"I just walked into the Main Street office and asked for an internship," says Brittany, laughing.

Since then, Brittany has moved to Easton and temporarily joined the Main Street staff. Currently, much of her time is occupied with the South Third Street Relief Campaign. She serves as a point of communication between

businesses, merchants, city agencies and contractors involved in the South Third Street Streetscape Construction project.

"We're running campaigns to let people know businesses are still open during construction," explains Brittany. This involves not only a lot of conversations and finding the middle ground between different opinions. Brittany meets with South Third Street businesses to find out how to support them during the tumult of construction and communicates their concerns to the city and contractors.

"It's a great lesson in understanding people," she says.

In addition to posters, banners and other traditional forms of publicity, Brittany and local artist Tom D'Angelo organized artists to document the construction. They hope to provide a visual narrative of the changing face of South Third Street, and will be exhibiting works from the project later this year.

Considering Brittany's outgoing personality and enthusiasm for all things Easton, no doubt she will achieve her goals for this project.

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.

- **iMij Shop**, photo studio and modern ware for kids and home; NEW LOCATION at 140 Northampton St.
- **Ingridable Design**, antiques, art, decorating services; 60 N. Second St.
- **Forgotten Treasure Chest**, repurposed furniture and accessories; 245 Northampton St.
- **The Game Gallery**, retro and modern video games and accessories; 249 Northampton St.
- **Madame Mim's**, new age shop and learning center; 22 N. Third St.
- **Metaphysion**, new age shop; 121 N. Third St.
- **Compost**, neighborhood gardening store; 216 Pine St.
- **Easton's Finest Apparel**, new and "like new" women's clothing; 349 Ferry St.
- **Third Street Bistro**, café featuring breakfast and lunch; UNDER NEW OWNERSHIP; 117 N. Third St.
- **Adanté Voice Studio**, voice and piano lessons, music theory; 400 Spring Garden St.

Please support your community by patronizing locally-owned stores, restaurants, art galleries, antique shops and more!

Calendar of Events

*** SPECIAL CONCERT! ***
Philadelphia Funk Authority
 Returns to Riverside Park
 Friday August 17th 7:30 - 9:30pm

AUGUST

- August 3rd "**Live at Riverside**" The James Supra Band
- August 4th – 5th **Lebanese Heritage Days**
- August 11th **Sigal Museum 2nd Birthday**
- August 11 **Hispanic Cultural Festival** - Scott Park
- August 17th **Philadelphia Funk Authority Concert** - Riverside Park
- August 18th **Tomato Fest** - Easton Farmers' Market
- August 18 **Easton Municipal Band Concert** – Riverside Park
- August 31st "**Live in the Square**" The Billies

SEPTEMBER

- September 2nd **Community Spirit Day**
- September 7th "**Live at Riverside**" The Large Flowerheads
- September 8th **Easton Municipal Band Concert** – Riverside Park
- September 9th **Art for the Market** – Easton Farmers' Market
- September 22nd **Lafayette Day**
- September 22nd **Chile Pepper Festival** - Easton Farmers' Market
- September 22nd **Movies at the Mill**
- September 22nd-23rd **Riverside Festival of the Arts**
- September 28th "**Live in the Square**" Ian & Friends

OCTOBER

- October 6th **Haunted Movie Night** – Riverside Park
- October 6th-7th **Easton Garlic Fest**
- October 13th **Apple Day** - Easton Farmers' Market
- October 14th **LV Italian-American Band** – Centre Square
- October 20th **Scarecrow Festival** – Easton Farmers' Market
- October 20th **Haunted Masquerade Ball**
- October 26th-27th **Easton Haunted Walking Tour**

For more information on any of these events visit: www.EastonMainStreet.org

