



# What's Up! DOWNTOWN



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

Vol. 11, Issue 2, Spring 2016

## EMSI Offers Façade Grants to Downtown Property Owners

To help property owners preserve Downtown Easton's beautiful historic character, Easton Main Street Initiative has partnered with Northampton County's Department of Community and Economic Development to offer façade grants. The grants are earmarked to help owners spruce up their facades and signage, and can also be used to assist with design costs.

To be eligible, buildings must be within the "Main Street Revitalization Target Area." The boundaries of the 20-square block zone are Rt. 22 south to Washington Street, and Larry Holmes Drive west to Sixth Street. Any exterior improvements, such as

paint, windows, repointing, doors, maintenance, lighting, signage and façade repair can be considered for the grants.

The program offers a 50% match of project costs up to \$10,000. Grants for signs will be matched up to \$1500, and professional design fees are also eligible for grant money.

Applications must be submitted by May 9 for consideration, and the process is competitive. See guidelines and application at [www.eastonmainstreet.org/façade](http://www.eastonmainstreet.org/façade). For more information, contact Kim Kmetz, Main Street Manager, at 610-330-9940 or [kim@eastonpartnership.org](mailto:kim@eastonpartnership.org).



Before



After

## Living in Downtown Easton

Buildings all over the city are welcoming new residents to Easton's downtown. Many of these apartments are in historic, architecturally prominent buildings and offer stylish, beautifully designed spaces. Among these, the Governor Wolf Building at 45 N. Second Street offers 50 apartments with interesting, unique layouts.

Rebecca Sumner, 27, recently rented a one-bedroom, two-bath loft there, complete with a spiral staircase. She and her fiancé, who commutes to NYC, enjoy a great panoramic view of Easton, the Free Bridge and Lafayette College. They love their entertaining-friendly open concept kitchen/living space with its stainless steel appliances and granite countertops. The original terrazzo flooring is definitely an attractive, unique feature for the unit, notes Becca. What sold them on the Gov. Wolf? "They retained the original architecture of the building but gave it

a clean, modern twist—and the charm of living on Second Street can't be beat," says Becca.

Melissa Kerr is another transplant to a newly renovated downtown apartment, a beauty located in an old townhouse on North Third Street, also known as "Millionaire's Row." "It's a perfectly sized two-bedroom with beautiful hardwood floors, big sunny windows and crown molding," says Kerr, who is the Development Director for The Pennsylvania Shakespeare Festival in Center Valley. Her landlord, Graham Manley, also lives with his family in the Main Street District.

Meanwhile, at the edge of Centre Square and South Third Street, the Wells Fargo building is being renovated into apartments, and the Hotel Huntington in Centre Square is being upgraded. 428 Northampton Street has two brand new residential apartments and several more will soon be available. Add to that, the historic Penn Building (101-103 Northampton Street) has also recently been renovated.



## Summer Concert Series Begins in May

In just a few weeks, concerts in Centre Square and at Riverside Park will begin—these are a perfect way to end the week and get an earful of wonderful music. All concerts are free and open to the public.

### Live in the Square

Last Friday of the month in Centre Square, 7:30-9:30pm.

- May 27th: **Marc Berger and RIDE**  
"Cinematic American Western Roots Rock"
- June 24th: **High Street House Band**  
"A group of friends and musicians who appreciate the time old tradition of getting together and making lots of noise."
- July 29th: **Dave Fields**  
"Electrifying Blues Rock & beyond soul combustion."
- August 26th: **Chris Cummings Trio**  
"Live jazz"
- Sept. 30th: **The Ultra Kings**  
"Primal rock n' roll, rockabilly, surf & the blues."

**PLUS** Dine downtown before or after the show...or grab a seat at one of the great outdoor patios in Centre Square!

### Live at Riverside

Second Friday of every month at Riverside Park, 7:30-9:30pm.

Riverside Amphitheatre, along Larry Holmes Drive between the Rt. 22 Toll Bridge and the Northampton Street "Free" Bridge.

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- May 13th: **Brian Dean Moore Band.** "Bringing Nashville to the Northeast with a high energy, nonstop show delivered by the regions #1 Rockin' Country band!"
- June 10th: **James Supra Band** with **Sarah Ayers.** "High-energy, harmonica-driven, rock n' roll."
- July 8th: **A Few Good Men.** "Funk infused blues."
- August 12th: **Large Flowerheads.** "A fun and funky trip back to the 60s."
- September 9th: **Uncle Rocco.** "Classic rock & soul party band"

Enjoy some beer or wine at the Riverside Pub Tent provided by Porters' Pub, Egyptian-inspired cuisine by the Taza Truck and sweets provided by an additional food truck at each concert.



Photo by Katja Kruppe

## Adopt a Planter—for Three Years!

The planters in Downtown Easton are always loaded with artfully eye-catching seasonal flowers and greenery. Nurtured by the team of dedicated Easton Ambassadors, and filled by volunteers as the seasons change, these planters brighten Centre Square and various locations throughout the downtown area. For just \$300 dollars, you can sponsor a planter for three years—if you're doing the math, that's just 27 cents a day! Your name or a loved one's will be engraved on a plaque placed on the planter as a tribute to your generosity. Contact Amy Boccadoro at 610-330-9947 for more information.



## Easton Attractions Star in New Video

There's so much excitement and vitality in Downtown Easton that EMSI's Marketing Committee decided to spread the word--visually. They've commissioned a video to spotlight our city's fabulous and thriving retail and restaurants, attractions, festivals and downtown life. "Easton native Phil Osborne of Digital Feast will develop the two-minute or so long piece," said Amy E. Boccadoro, Assistant Manager & Marketing Director for Easton Main Street Initiative. The video will be used for online advertising and on the EMSI website. "Phil has been working with Discover Lehigh Valley on videos that reflect the valley and its major cities. Our committee loves his style and we think this will be a great way to promote Easton's energy and why it's such a terrific place for so many different businesses—and why it's such a fun place to visit," says Amy.

## Easton Welcomes New Businesses

The following businesses recently opened in the Main Street district. We'd like to welcome them to Downtown Easton and wish them much success!

- **Atelier Studios**, 15 Centre Square-2nd floor. Art Gallery.
- **Easton Public Market**, 325 Northampton St. Indoor food market.

## Calendar of Events

### MAY

- 7 **Grand Opening of the Easton Farmers' Market**
- 7 **Trek the Two Rivers Walk**
- 8 **Coats for Kids 5k**
- 13 **Live at Riverside**
- 14 **36th Annual Historic Easton House Tour**
- 21 **MC 4 MS Motorcycle Run**
- 21 **Squaritage Day**
- 27 **Twin Rivers Choral Festival**
- 27 **Live in the Square**
- 30 **Memorial Day Parade**

### JUNE

- 10 **Live at Riverside**
- 11 **Strawberry Day** Easton Farmers' Market
- 18 & 19 **Easton River Jam**
- 24 **Live in the Square**
- 25 **Hispanic Cultural Fest**

### JULY

- 8 **Live at Riverside**
- 9 **Easton Farmers' Market 264th Birthday Celebration**
- 10 **Heritage Day**
- 23 **Zucchini 500** – Easton Farmers' Market
- 29 **Live in the Square**

### AUGUST

- 6 **Peach Day** – Easton Farmers' Market
- 6 & 7 **39th Annual Lebanese Heritage Days Festival**

There is so much going on in downtown Easton! Check out [eastonmainstreet.org](http://eastonmainstreet.org) and download the Easton app today!

