



# Main Street Monday!

July 20, 2015

## Happenings Around the State

**THIS FRIDAY**  
**Main Street Live!**  
 DOWNTOWN'S BEST OUTDOOR ENTERTAINMENT  
 7PM • MAIN STREET EXPO PLAZA FEATURING

**Familily Christmas**  
 Proceeds Benefit Shriners Children's Hospital  
 In July

**MIDLIFE CRISIS**

**CLASSIC ROCK & MOTORCYCLE NIGHT**  
 with PIG ROAST & BIKE GAMES

ADMISSION ALWAYS FREE!

Main Street • Pikeville  
**BILLY JOHNSON STAGE**

A Pikeville Main Street Project • Minta Trimble, Director 606-899-2489

## 2015 CALENDAR OF EVENTS



- JUBILEE**  
 KICK-OFF BREAKFAST  
 Undulata Farm  
 Thursday, July 23, 7:30 a.m.  
 Sponsors: Larry Rogers Coldwell Banker, City of Shelbyville, City of Simpsonville, Shelby County Fiscal Court
- ICE CREAM EATING CONTEST**  
 5th & Main Streets  
 July 25, 6:00 p.m.  
 Sponsored by: Friends of Main Street
- STREET PARTY CONCERT**  
 Featuring: J.D. Shelburne  
 5th & Main Streets  
 July 25, 7:00 p.m.  
 Sponsors: Hubie Pollett & Commonwealth Bank and Trust
- YOUTH ART SHOW**  
 Historic Courthouse  
 Weekdays  
 July 23–July 30; 8:30– 4:30  
 Opening Reception: 5:30 p.m. July 23.  
 Sponsor: AT&T  
 Scholarship Sponsor: Magistrate Hubie Pollett
- PHOTO BOOTH**  
 5th & Main Streets  
 July 25; 6:00 p.m. to 9:00 p.m.
- CUSTOM CAR CRUISE**  
 5th & Main Streets  
 July 25; 5:00 p.m.–10:00 p.m.  
 Sponsored by: City of Shelbyville



We would like to welcome a new member to the KYMS family. Karen Eldridge. Karen is the new director in La Grange. Learn more about Karen on page 3!

Sponsored by PNC and Bellevue Renaissance

# CRUISING THE AVENUE

Bellevue

Retro Styles! Classic Cars!

**Saturday, July 18**  
 Fairfield Avenue, Bellevue, KY  
 Cruise from 2:00pm-6:00pm

Awards Presented:  
 Mayor's Choice Award • \$100  
 Police Officer's Award • \$50  
 Fireman's Choice Award • \$50  
 Music by DJ Ray  
 Goodie Bags for first 30 Participants!

For More Information: Don/859.466.3157 • Dave: 859.486.0235

**Smashin' SUMMER SATURDAYS**  
 may 30 through 2015  
 august 8

farmers' market  
 free market to market carriage shuttle  
 sidewalk sales • art a la carte  
 quilt & history museums  
 yeiser art center • second Saturdays  
 music in the gazebo & more

Don't Miss  
**Smashing Summer Saturday Nights**  
 MUSIC in the GAZEBO

Like Paducah Main Street on Facebook for event information & special Smashin' Summer Saturday offerings.

PaducahKy.gov/parks 270.444.8543  
 paducahmainstreet.org 270.444.8690

SHOP & DINE  
 DOWNTOWN BARDSTOWN  
 DROP & WIN

## "Shop & Dine, Drop & Win" Downtown Bardstown It's easy!

**\*Shop & Dine:**  
 Collect 3 different downtown receipts (eligible receipt dates: May 15 - August 21)

**\*Drop:**  
 Take your collected receipts to the Bardstown Visitors Center (Address: One Court Square) (Include your name, address and phone)

**\*Win:**  
 You're entered into a drawing for a fabulous grand prize worth over \$1000.00

There is no limit to the number of entries a shopper can turn in. Must be 18 to enter. Deadline for all entries is August 31st.

NEW GR

### Conference News:

Currently we are looking into holding the Main St. director portion (9-23-2015) of the conference from 11:00– 4:00 with a working lunch. We realize it is a distance for many and trying to be sensitive to that with the start time, but we have a lot to cover so this is our best option. More details will be coming in the weeks ahead as things are finalized. How to register, the cost of registration for the 3 days etc (it will be \$50 or less)

Register Now for  
**Walkability: The Health and Wellness Equation W = WCA2**

[Learn More About This Exciting Webinar](http://americawalks.org/new-webinar-walkability-the-health-and-wellness-equation/)

<http://americawalks.org/new-webinar-walkability-the-health-and-wellness-equation/>

You have one more week to see Grounded at the Pioneer Playhouse in Danville. Mrs. Correll is one of our KHC council members.

**PIONEER PLAYHOUSE**  
 Kentucky's Oldest Outdoor Theatre  
 DANVILLE, KENTUCKY  
 Phone (859) 236-2747 • TOLL FREE 866-597-5297

**Grounded**  
 July 7 - 18

By Chelsea Marcantel  
 Adapted from the novel  
 By local author  
 Angela Correll

A heartfelt story of faith,  
 family & finding  
 your Kentucky roots.  
 A "Kentucky Voices"  
 Original play!  
 Only in historic Danville!

★ Sponsored by First Southern National Bank ★  
 ★ Media Sponsor - Kentucky Monthly Magazine ★

Nightly events: Book signings/Q & A with Author;  
 Kentucky Proud samplings, including: Marksbury Farms,  
 Kentucky Soaps & Such, Wilderness Trail Distillery,  
 4 Generations Homemade Ice Cream, and more!  
 Call or check [pioneerplayhouse.com](http://pioneerplayhouse.com) for details!

Brand new BBQ menu with all the fixin's!  
 Beer, wine & spirits available with dinner!  
 Come on out and experience theatre  
*under the stars!*



Identify your town! I stalked FB & found this great Main St. membership event and I got distracted and failed to write down the city! It was a great event though!

Cool Wayfinding signage in Lebanon, In case you didn't know the coopeage is in their community and you can visit!



A note from Mary Lou: The City of Lebanon, Kentucky will be featured on CBS Channel 32 WLKY Small Towns segment on Sunday mornings July 26th at 8 a.m. ( this might be 9:00 EST) A lot of footage will be shown of



**Congratulations** to Katie Meyer, Covington on receiving the Northern KY Legacy Award! ( Katie is the one with the ribbon!)



Thursday Night Live in Paris, Kentucky! Main Street rocks! Literally

A few ideas from France. As most of you know I cannot turn off my work brain and I saw so much that we could use! Here are just a few things I noticed in my travels. If you happen to watch the Tour de France today and tomorrow you will see some of the communities I was fortunate to visit.



One of my favorite things—NO BILLBOARDS! The landscape was the billboard. The communities would have signage such as these at the entrance to the city/village to let you know what you could find in their community. Interesting they too are brown.



### WayFinding

Pictures and average time to travel is everywhere in France for bikes and pedestrians. Some had more than others, but they were bigger cities. They are in rural areas also.



In the center of the roundabouts (which I am really missing!) They have something significant to their community. The community to the left is known for the first nonstop balloon race around the world. **Sunday, March 21, 1999** Dr. Bertrand Piccard and Brian Jones sailed into history on Saturday when their Breitling Orbiter 3 completed the first nonstop balloon trip around the world -- a goal many had sought but never achieved.



Paris goes to Paris! literally. Our chief MS culinary expert, Steve Walton, (he loves to eat and try new dishes & worked in the restaurant industry for many years) left for France on Saturday to visit their sister city, Lamotte Beuvron and see how they hold the

largest horse show in France. so exciting! With 15,000 riders for 15 disciplines, the Generali Open became the largest meeting in the equestrian world. This is a town with a population of 5,000! Where to they stay? how do they handle that many people? All questions Steve will answer for us.

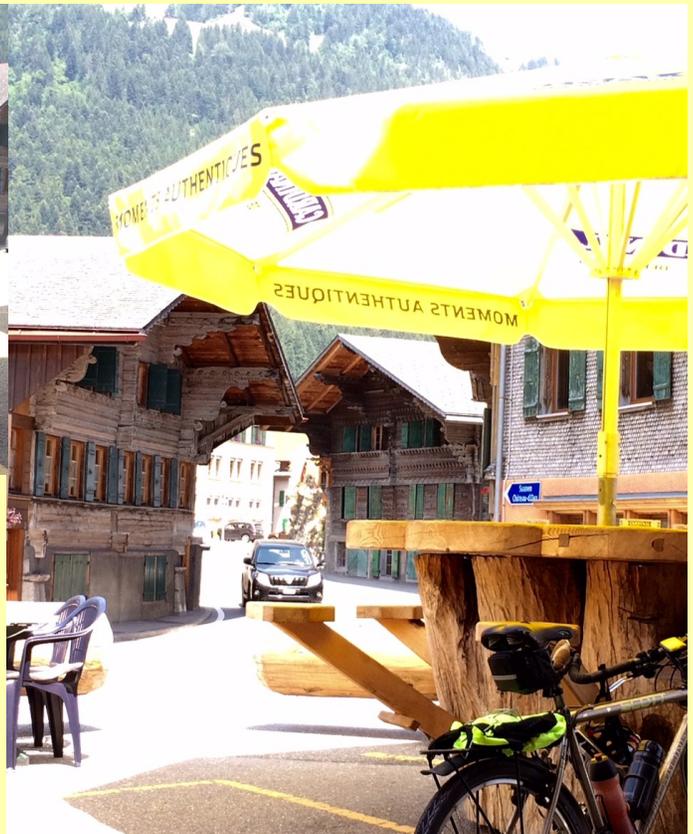
There are many more photos from France if you would like to see them you can (stalk) view them on my FB page. Stalking is for everyone LOL

One of my favorite “tactical urbanisms” This restaurant turns their parking lot into an outdoor café. They have large umbrellas as you can see and furniture from logs like we use bourbon barrels. KYTC likes to tell us it’s dangerous, This log truck was one among many that traversed this road! These deserved a whole page so you could see the details. Notice the car coming by the homes in the bottom photo, this is directly across the street! ( behind that log truck) This is common all over!

These vehicles were traveling at least 45 mph typically, it was definitely a major thoroughfare, but was packed for lunch. We were a little late so several tables had opened up. The couple on those bikes were in their 70’s and ride every day!



This was my seat view of all of this. →



Notice that log table. It was made from one log and you can only see 1/2 of it! Those are occupied homes sitting on one of two thoroughfares into the small village. Love the detail work on the eaves.

We would like to welcome Karen Eldridge as the new director in La Grange! Notice how fast she submitted her questionnaire, Hint Hint :)



Director Spotlight 2015

## Karen Eldridge — La Grange



Where are you from and where do you live now? **I am originally from La Grange.**

How long have you been a Coordinator? **1 day**

How did you get involved with the Main Street movement? **I was on the original committee to set up La Grange in the Renaissance program in 2003**

Which of the Four Points is your favorite? **Promotions and Economic Restructuring**

What project is consuming most of your time right now? **Hard to tell right now, but probably Promotions because of our Railroad and Bluegrass Festival in October.**

Do you have any favorite activities or hobbies? **I love reading.**

What is your favorite author or book? **Usually the last one I finished. I love fiction and Lee Child is probably my current favorite.**

What is your favorite movie? **Ladyhawke**

What is your favorite song or band? **You Are My Inspiration by Chicago**

What is your favorite sports team? **I attended UK so I guess I would have to go with them.**

Which actor/actress would you choose to play you in a movie? **Either Meg Ryan or Sandra Bullock because they play quirky so well.**

Name something you can't live without. **My faith**

If you had an alternative career, what would it be? **Rodeo rider**

What's the most adventurous thing you've done recently? **Taking on this job.**

If you won \$20 million in the lottery, what would you do with it? **Set up a nonprofit to give out grants to other programs and buy a cool old building to renovate and give it new life.**

Somewhere you would like to visit **Scotland**

Something no one in Main Street knows about you. **I love to scuba dive.**

You have heard us speak about Tactical Urbanism a lot, but when I think of it in reality, it is doing what people would like to do or see in your town. How long does it take to walk to the library or the cemetery or other areas of a town? Tactical urbanism provides that information without a lot of cost, but gives us information. It is a way of life in France (probably other places, but this is my frame of reference where things just happen) Isaac Kremer, Middlesboro worked with Matt Tomasulo for the first Build A Better Block in Middlesboro as well as with Mike Lydon also mentioned in the article. They are great fellows to work with. Main Street needs more of this to show how we truly can make a difference in communities.



## Tactical Urbanists Are Improving Cities, One Rogue Fix at a Time

And city governments are paying attention, turning homemade infrastructure changes into permanent solutions.

One rainy January night in Raleigh, North Carolina, Matt Tomasulo went out to commit what some would call vandalism. Along with his girlfriend and a friend, the graduate student walked around downtown hanging homemade signs on lampposts and telephone poles. The signs featured arrows pointing the way to popular downtown destinations, along with average walking times. Tomasulo called the project “[guerrilla wayfinding](#).” His decidedly un-criminal intent was to promote more walking among Raleigh citizens.

Frustrated by the syrup-slow pace and red tape of the traditional civic change process, citizens across the country are bypassing the bureaucratic machine entirely and undertaking quick, low-cost city improvements without government sanction. They’re creating pop-up parks in abandoned lots. They’re installing free library boxes on street corners. They’re creating [homemade traffic-slowing devices](#) using temporary obstacles like potted plants to make their streets safer. New York-based urban planner [Mike Lydon](#) coined the term “tactical urbanism” several years ago to describe the phenomenon. Now, Lydon and fellow planner Anthony Garcia have come out with a new book, *Tactical Urbanism: Short-term Action for Long-term Change*, offering a history of the movement and a guide for aspiring practitioners.

“There are so many new types of public demands, and cities have a hard time responding in a way that’s nimble,” Lydon, 33, says. “I see a lot of people who are just frustrated with the decades of accumulated policies.”

The DIY civic-mindedness of tactical urbanism is generally aimed at making cities friendlier, more community-oriented and more walkable. In San Francisco, activists turned parking spots into “[parklets](#)” complete with Astroturf and café tables, making a car-centric landscape more pedestrian friendly. In Memphis, advocates for downtown revitalization transformed a long-abandoned historic brewery into a [temporary beer garden](#). In Baltimore, a concerned citizen [painted a crosswalk](#) on a busy street when the city failed to do so. And a [band of volunteers in Toronto](#) have placed more than 400 brightly colored ramps in front of business entrances to make them wheelchair accessible.

The rise of tactical urbanism is due to a convergence of several factors, Lydon says. Over the past five to seven years, more and more young people—especially the relatively affluent and educated—have moved to cities. The number of college-educated adults between 25 and 34 living within three miles of a city center has [grown 37 percent since 2000](#). These young urbanites want real “city living,” with walkability and vibrant street life. At the same time, the Great Recession has meant cities have had even less money for civic improvements. From 2010 to 2012, just as tactical urbanism was heating up, 25 percent of American cities reported [cuts to services](#) like parks and recreation, libraries and public works, while nearly half laid off municipal workers. Frustrated, citizens began to take matters into their own hands. This kind of consumer-driven innovation resonates particularly with Millennials.

“We’re so used to having the new version of the phone and the app and the software program, we kind of expect versioning in life, including in the city,” Lydon says. Thanks to the internet, a successful tactical urbanism project can be quickly replicated in other cities. In Portland, [an initiative to beautify neighborhood intersections](#) with murals and community bulletin boards has inspired similar projects across the United States and Canada. San Francisco’s parklets have gone global with an “open source” [how-to manual](#) available online. Now, so-called “[PARK\(ing\) Day](#)” is held each September in hundreds of cities on six continents, with artists and ordinary citizens transforming parking spots into mini parks.

In the best cases, tactical urbanism’s homemade fixes lead to long-term solutions. Tomasulo’s guerrilla wayfinding signs eventually encouraged the city of Raleigh to adopt a new pedestrian plan, one which used signs like his. In Memphis, the beer garden was such a hit it [attracted a developer](#) who plans to turn the old brewery into mixed-use commercial and residential space. And Baltimore officials caught wind of the rogue pedestrian path and added two stop signs and three official crosswalks. (continued on page 7)

Tactical urbanism is not anti-government, Lydon says. It can in fact be a powerful tool for municipalities. Instead of creating huge, costly 20-year master plans for civic improvements, cities can try a piece-by-piece “see what works” approach, incorporating public feedback. New York’s temporary [installation of 376 lawn chairs in Times Square](#) in 2009 was an example of government-driven tactical urbanism. The project was so successful the city decided to make a [permanent pedestrian zone](#) with seating between Broadway and 7th Avenue and 42nd and 47th Streets.

As the world continues to urbanize—according to [United Nations projections](#), 66 percent of all people will live in cities by 2050—cities will need to respond more rapidly and fluidly to evolving needs. “As cities change, their approaches can change,” Lydon says. “Tactical urbanism isn’t a silver bullet for everything, but it’s a great tool.” Lydon and Garcia urge aspiring tactical urbanists to think small. “Opportunities to apply tactical urbanism are everywhere,” they write. A vacant lot, a decrepit warehouse, a too-wide street: these are all potential project sites.

But don’t go hauling off with a can of paint and a roll of reflective tape without some planning, the two advise. Tactical urbanism is above all about community. Ask yourself if your project targets a true community need. Involve other people. Consult local government, if feasible. Make a budget.

“[W]e can’t guarantee that your \$2,000 project will catalyze \$2 million of municipal or private investment,” Lydon and Garcia write. “...but we can promise that these things will never happen unless *someone* takes action.”

Read more: <http://www.smithsonianmag.com/innovation/tactical-urbanists-are-improving-cities-one-rogue-fix-at-a-time-180955049/>

**Tactical urbanism** is an umbrella term used to describe a collection of low-cost, temporary changes to the built environment, usually in cities, intended to improve local neighborhoods and city gathering places.



Empty lot? want a park? Build one, they will come!

Several of you met my friend and Georgia’s State Coordinator, Billy Peppers at the NMSC conference this spring. I wanted to share with you that Billy has taken the job as city manager in his hometown. This is great for him, but a loss for MS. Billy served on the NMSC executive committee and did a lot of great work. I will miss him and his infectious laughter and all the great work he did for Main Street.



Crosswalks become public art! Why not? Who says, besides the MSTUD manual that crosswalks have to be ugly?

