

# TACTICAL URBANISM | MIKE FIELD



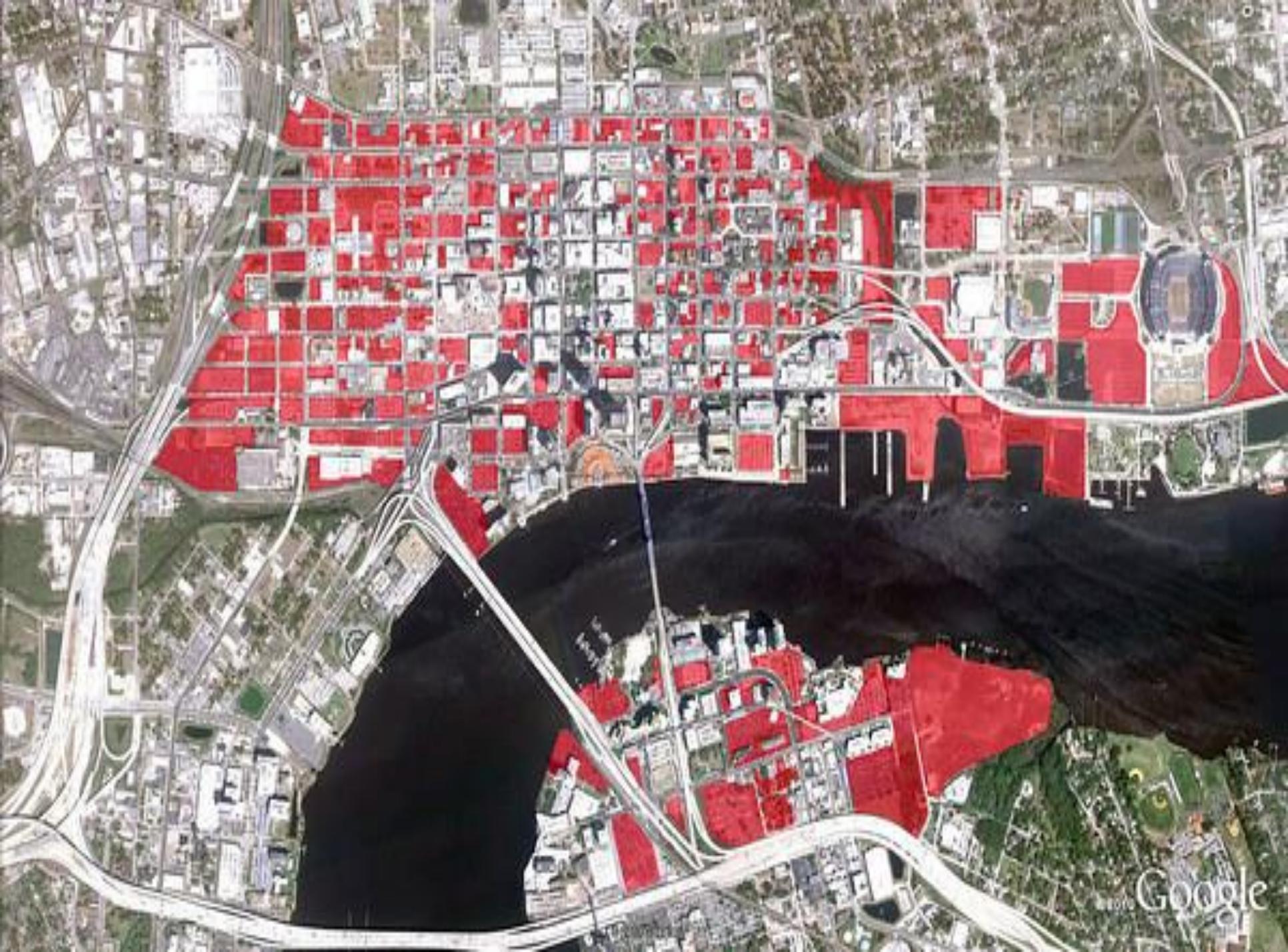
**[transformjax.org](http://transformjax.org)**



# Tactical Urbanism: Short-Term Action, Long-Term Change









**JAX TRUCKIES**

facebook.com/jaxtruckies  
twitter.com/jaxtruckies



*Outside the Den*

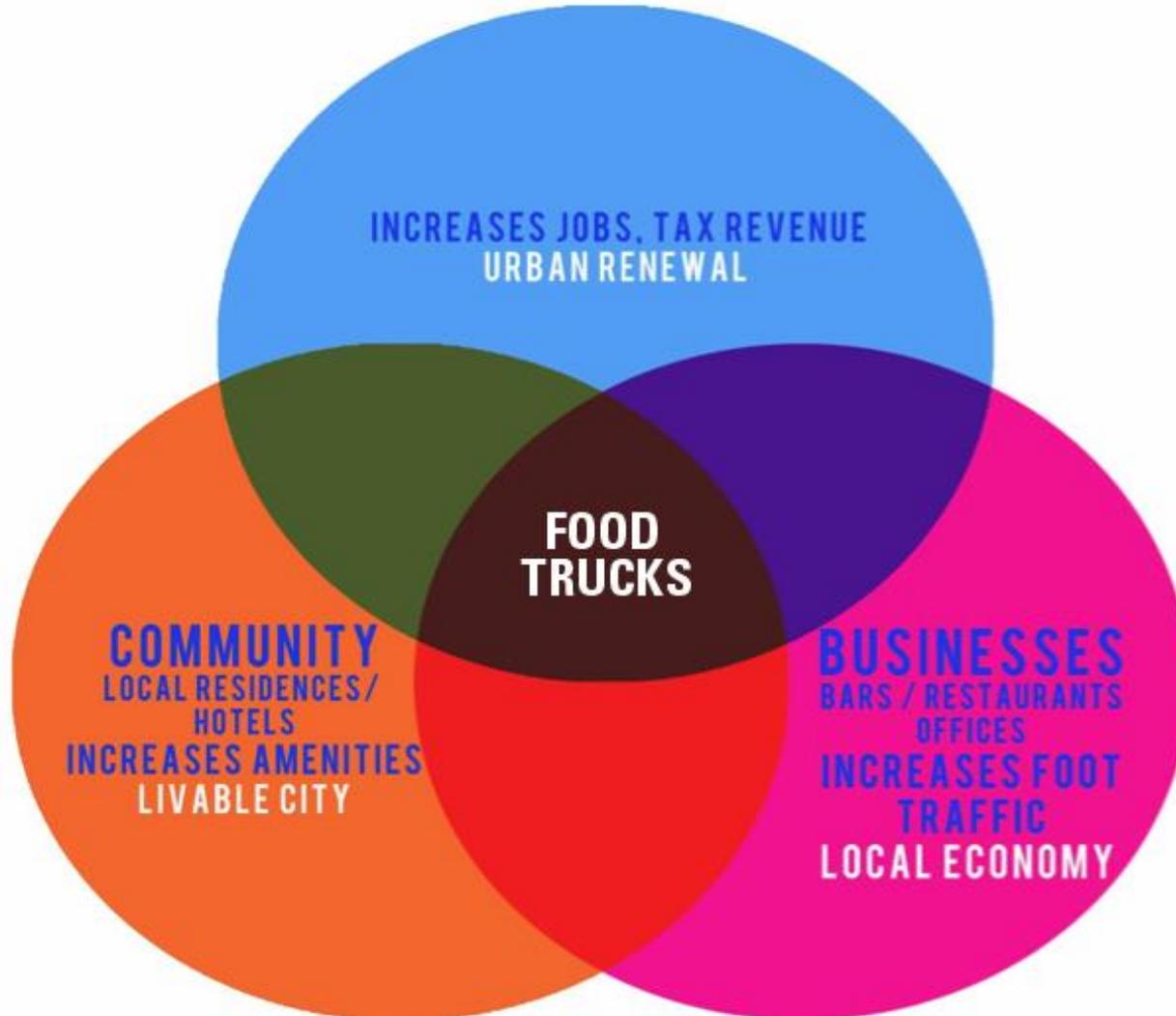








# Creating value for the community



# Food Trucks Have Proven To Be An Effective Small Business Incubator



# Go Skate Day







# SHOP LOCAL

THIS CITY IS MY BUSINESS

*Jax Cash Mob*

# Historic Springfield Main Street Cruise



# Site Pre-vitalization King Street Farmers Market



*11 - 2 pm / wednesday  
october 31, 2012*

*halloween*  
at the KING STREET  
FARMERS MARKET

1021 KING STREET / NEXT TO  
RIVERSIDE MARKET ANTIQUES & INTERIORS

[kingstreetfarmersmarket.com](http://kingstreetfarmersmarket.com)  
[facebook.com/kingstreetfarmersmarket](https://facebook.com/kingstreetfarmersmarket)





# Jaxsons Night Market







# FOOD FUN(D)

## Feed Yourself While Feeding Startups



### FOOD FUN(D)

Tues 8/12

5:30 - 9 pm

Corner of Adams and Laura St

**FOOD TRUCKS, LIVE MUSIC, BEER GARDEN**

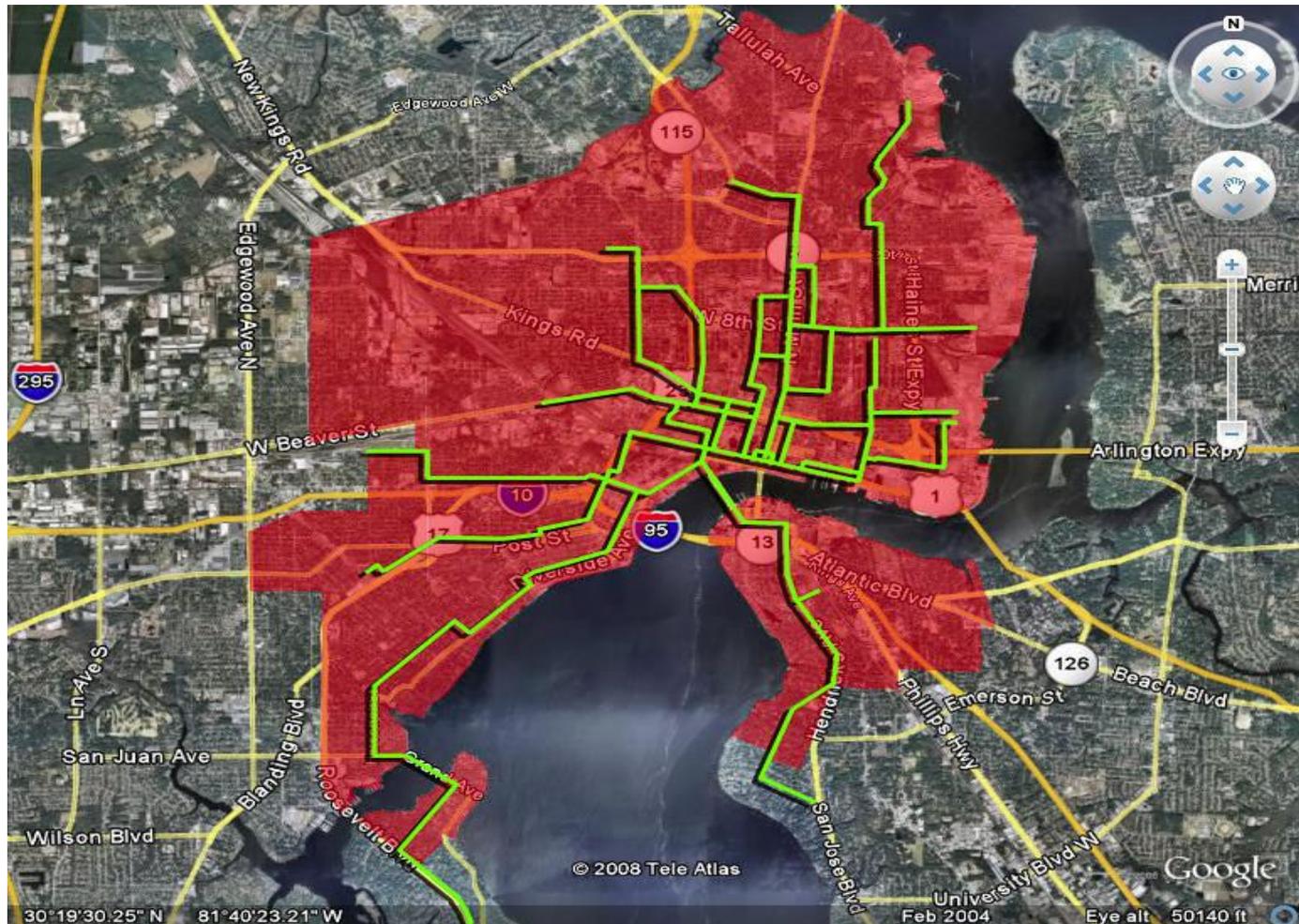
\$1 admission. Hear from 4 entrepreneurs pitching a new business idea. Vote for your favorite and winning idea receives crowdfunded prize money.







# Transit As An Economic Development Tool





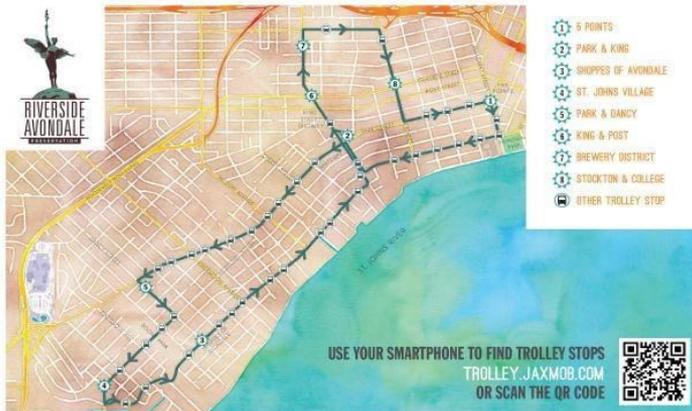
# THE COOLEST RIDE IN RIVERSIDE

## RIVERSIDE AVONDALE NIGHT TROLLEY

FIRST **FRIDAY** AND **SATURDAY** OF THE MONTH

FIND OUT WHERE TO BUY GET TICKETS BY GOING TO:  
[RiversideAvondaleNightTrolley.com/tickets](http://RiversideAvondaleNightTrolley.com/tickets)

6PM – 2AM



**RIVERSIDE AVONDALE**

- 5 POINTS
- PARK & KING
- SHOPPES OF AVONDALE
- ST. JOHN'S VILLAGE
- PARK & DANCY
- KING & POST
- BREWERY DISTRICT
- STOCKTON & COLLEGE
- OTHER TROLLEY STOP

USE YOUR SMARTPHONE TO FIND TROLLEY STOPS  
[TROLLEY.JAXMOB.COM](http://TROLLEY.JAXMOB.COM)  
 OR SCAN THE QR CODE




**Friday, August 1**  
**Saturday, August 2**  
 6:00pm – 2:00am

**FEATURING CONNECTING STOPS FOR THE RIVERSIDE AVONDALE NIGHT TROLLEY**

Transfer between the Downtown and Riverside Avondale Night Trolleys requires a separate fare or STAR card.

Ticket and route info at [DowntownNightTrolley.com](http://DowntownNightTrolley.com)



LOCATE THE TROLLEYS IN REAL TIME ON YOUR SMARTPHONE AT

**TROLLEY.JAXMOB.COM**







# #RANIGHTTROLLEY #DTNIGHTTROLLEY



# Guerrilla Gardening



# Cleaning Up Our Urban Waterways







# Springfield Community Garden





# Park(ing) Day

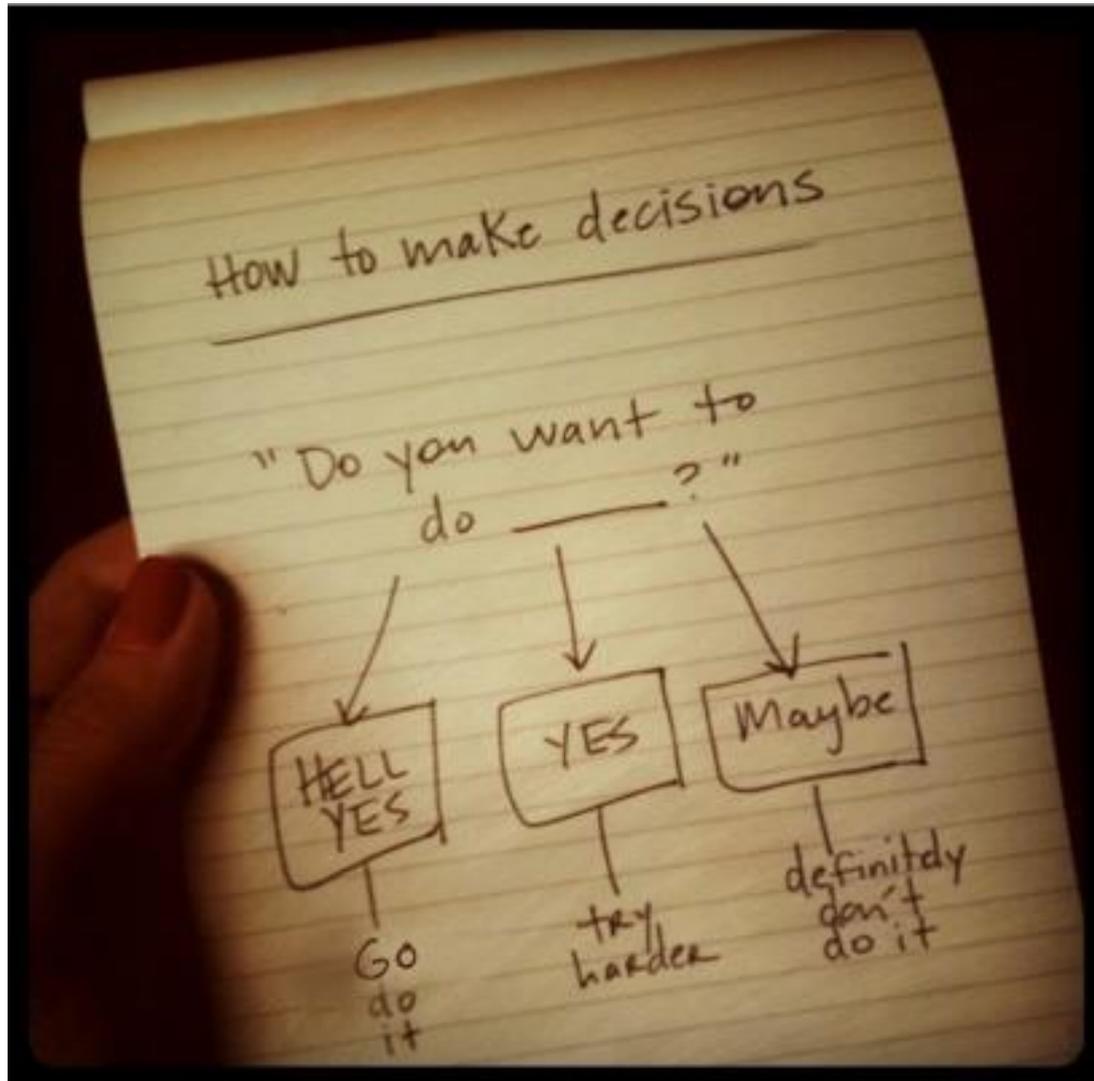


# From Park(ing) Day to 'parklets'



Stimulating pedestrian vibrancy by expanding outdoor seating for downtown restaurants

# Actions, not words. Make it happen.



# A Blank Canvas Awaits To Paint A New Picture

