



THE NORTH PARK WAY

Winter 2004

A Service of the North Park Organization of Businesses, Inc.

“Poetry Building” Develops Poetic Insight

Public Poetry Display Attracts New Businesses

January 2004— A mixed-use building dedicated to the public display of poetry will be coming to North Park in January 2004. Bob Czarnowski, the developer of the building at 2820 University Avenue, has designated the site of the former Windsor Kempo martial arts school as the “Poetry Building.” This is a direct result of the large number of poetry nights at four North Park locations.

Czarnowski has set aside space in the front of the building for a framed poem of the month. In the portion of the façade between two new retail spaces on the first floor a large illuminated poem will be installed. Poets and artists will collaborate on mounting different poems on a rotating basis. North Park Main Street organized a meeting of the hosts of the various poetry venues in North Park.

There are four sites in North Park where poetry readings take place on a weekly basis. Mark Kockinos is the host at *Poetry Brew* at Claire de Lune. Claire de Lune started the foray into poetry evenings in North Park. Now there are poetry nights on four consecutive evenings. Toosdhi McGowan is the host at the R Spot. Rudy Gonzales is the host of *Reverb* at The Other Side. Greg Tate is in charge at Gallery 504 North. Czarnowski envisions the hosts self-governing the use of this space.

The hosts of the four poetry venues in North Park will select a poem submitted to them by

poets. Artists and poets will be organized to work together each month to make a new poetry board. A solar-powered light will illuminate the poem at night. North Park Main Street will assist in gaining publicity for the site, which seems to be a first citywide.

The buzz about this new building has resulted in the recruitment of two new businesses from other areas of the city. Both have agreed to support the art-based nature of the location. Joseph Anthony is moving his upscale hair salon from Hillcrest to North Park. Amber Pearce is moving her business, Amber’s Artistry, from University Heights into the building. She specializes in custom installations and features art for the home and garden. She will also carry Buddhist items and Indonesian clothing. She will be teaching mosaic classes. In addition to the new businesses, two lofts will be available for rent upstairs.

For more information about the “Poetry Building” project and other projects in North Park call us at (619) 294-2501, or send us an e-mail at npbid@northparkmainstreet.com.



Small Businesses Now Can Gain City Assistance with Permitting

Small businesses in North Park often complain that the City seems to have incomprehensible regulations. It has taken some businesses as long as a year to open. Because of this North Park Main Street took an activist approach. North Park Main Street insisted that the Development Services Department develop a system that was accountable to small business.

Insistent that these changes occur, the City’s Development Services Department since the beginning of 2003 has been working hard to improve services for small businesses, a group that has lacked the attention it deserves. With vocal contributors like the North Park Main Street association, Small Business Advisory Board, the Business Improvement District Council and various local merchants, a new program is being implemented to get this important group of customers moving through the permit and building process.

“We want the community to know that small businesses are a big deal to us,” said Development Services Director Tina Christiansen. “Our small business pilot program includes staff assigned to small business customers and early assistance in the process. Small business customers work with Program Manager Terry Marshall to complete a ‘small business checklist.’ This checklist identifies issues with the potential site so that business owners can make good decisions about property they plan to rent, lease or buy, or regarding expansion plans.”

The Department is moving forward with a strategic plan which includes more comprehensive educational materials and

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North Park Main Street

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News Clips

New Board of Directors and Officers Elected

October 2003– On October 6, 2003 the ballots for the 2003 North Park Main Street Board election were tallied in the Main Street office. In attendance were Jay Turner and Richard Kurylo representing North Park Main Street staff, Robin Kole representing the North Park Main Street Nominating Committee, and Meredith Dibden-Brown and Alissa Gabriel representing the Office of Small Business.

This year, NPMS received 48 eligible ballots. The names and number of votes received are listed below:

Roy Sumner Johnson (40 votes)

Van Kaump (40 votes)

Steven Peters (38 votes)

Gregory Scott, M.D. (38 votes)

Hal Thomas (36 votes)

W. Patrick Edwards (34 votes)

Kathryn Irely (33 votes)

Rebecca Ellis (30 votes)

Two candidates were not elected, Samantha Treadwell (22 votes) and Angel L. Rivera III (19 votes).

At the October Board Meeting the newly elected members were seated and officers were elected by the Board. Three of the positions remained the same (President, Secretary, and Treasurer). One position (Vice President), changed. The officers are as follows:

Ron Sperry, President

Patrick Edwards, Vice President

Robin Kole, Secretary

Van Kaump, Treasurer

Congratulations to the eight candidates who were elected and congratulations to the new and returning officers. Board members will serve until October 2005, and Officers will serve until October 2004.



Holiday Party a Big Hit

*Winners of the Seasonal
Decoration Contest Announced*

December 2003– The Holiday Party on Friday, December 12 at Bacchus House was our best Holiday Party ever. We had exactly 100 people in attendance, which was about 25 more than we've had in previous years. We had a bigger cross section of people, including more business owners and dignitaries than ever before.

At the party the winners of the Seasonal Lighting and Decoration Contest were announced. All businesses located in the North Park Business Improvement District that decorated for the holiday season were automatically entered in the decoration contest. The winners this year were Art-Quest Flowers for Best Window Display and Ranchos for Best Exterior Display.

Also at the Holiday Party Kathryn Irely was named Board Member of the Year, Daniel Bess was named Committee Member of the Year, and Deputy Mayor Toni Atkins was named North Park Main Street's Friend of the Board for 2003.

North Park Parking Garage Gains New Developer

October 2003– Five Star Parking is no longer the developer of a North Park Parking Garage. Bud Fisher, the developer of the North Park Theatre, will replace Paul Chacon of Five Star Parking as the developer of the parking garage. An Exclusive Negotiating Agreement (ENA) between the Redevelopment Agency and Bud Fisher was unanimously supported by the City Council on October 21, 2003. The arrangement now seems to be as follows:

1. The San Diego Redevelopment Agency will develop the garage according to the previous designs.
2. Bud Fisher will be the developer of the retail space.
3. Paul Chacon will probably be contracted by Fisher to be the operator of the garage.

The anticipated opening for the North Park Parking Garage is 2005.

City of Villages Update

November 2003– The second submittal application to be a Pilot Village in the City of Villages program was delivered to the City of San Diego on November 3. It was a coordination of efforts from a large number of individuals, organizations and businesses. It required community input and approval.

BACKGROUND OF THE PILOT VILLAGE APPLICATION

There are seven eligible communities in the finals to be designated a Pilot Village. Only three will be selected.

If selected, the *North Park Pilot Village* would bring to the North Park business district the full attention of all departments of the City for the projects we envision here. Selection of North Park as a Pilot Village would increase priority for all the capital improvement projects slated for North Park, which would then be completed within five years. Most of these projects would not otherwise be completed for over a decade. These capital improvement projects include new sidewalks, new streetscape elements such as benches and bicycle racks, new lighting, and recycling pyramids. In addition, there would be a new configuration of University Avenue through the implementation of the *University Avenue Traffic Calming Conceptual Study*.

Further, selection of North Park as a Pilot Village would result in assistance from the City in writing and obtaining grants. These grants could further expand the revitalization of the North Park commercial district.

PLANNING COMMITTEE APPROVES 2ND SUBMITTAL OF PLOT VILLAGE APPLICATION

On October 21, Jay Turner, Richard Kurylo and Susan Tinsky (North Park Community Association) made a presentation to the Greater North Park Community Planning Community Association about the Pilot Village application.

The 20-minute presentation by Tinsky, Turner and Kurylo was followed by 45 minutes of very difficult questions.

After intense questioning of the application, the Planning Committee decided that a motion was in order. Don

Leichtling made a motion to support the North Park Pilot Village application. It passed 9-3.

PROJECT DESIGN CONSULTANTS (PDC) ASSISTS WITH THE PILOT VILLAGE APPLICATION

North Park Main Street and the North Park Community Association were the recipients of much-needed assistance with the Pilot Village application. This was arranged by John Ruggieri, Senior Vice President of PDC. He assigned Tom Cook, GIS Coordinator, to develop (1) the Site Plan, (2) the Map Key for the Digital Photo Survey, (3) the Vicinity Map and (4) the Land Use Plan. All four of these items required computer software and printing equipment that was unavailable to North Park Main Street or the North Park Community Association. PDC provided this service to us for free as service to the community.

OTHER DEVELOPERS/LOCAL MERCHANTS ASSISTED WITH PILOT VILLAGE APPLICATION

North Park Main Street and the North Park Community Association were the recipients of much needed support on the Pilot Village application by developers and merchants. C. Patrick Cowan of Pacific Development Planning provided us with landscape elevations, building elevations and renderings of the Walgreens project at 32nd and University and the art projects associated with the development. He also provided aerial maps of the district. Roger Lewis, a North Park resident, developed a plan for a linear park on 29th Street between University Avenue and North Park Way. We called the proposal Theater Plaza. Lewis provided color copies of the plan for the Pilot Village application. Roger has been on the North Park Main Street Design Committee for six years, and he is the Chair of the North Park Project Area Committee (PAC). John Stewart McGaughy, Planning Committee member, provided an alternative design for the proposed Theater Plaza. He has served on the North Park Main Street Design Committee for three years.

NEXT STEP FOR NORTH PARK'S CITY OF VILLAGE APPLICATION

North Park Community Association and North Park Main Street have been working hard for nearly a year in the hopes of receiving the honor of becoming a City of San Diego Pilot Village. Now the final selection of the City's Pilot Villages is less than a month away and we need your help!

All seven applicants for the program will be presenting their applications to the City Planning Commission and the City Council. The winners will be selected during the two public hearings. North Park will be competing against six other communities for the designation and your show of support will be critical to ensure that North Park is selected as one of the pilot villages.

The public hearings are:

San Diego Planning Commission

January 29, 2004, 10 a.m.
City Administration Building
202 C Street, 12th Floor

San Diego City Council

February 10, 2004, time TBD
City Administration Building
202 C Street, 12th Floor

We hope that you will have an opportunity to attend one or both of the meetings to show your support for North Park's application. For more information, please contact Susan Tinsky at (619) 291-8234 or e-mail cityofvillages@northparksd.org.



Jayson Arthur McCauliff

\$100 Million of Development in North Park

Background to Revitalization of Downtown North Park

North Park Main Street was recruited to North Park in 1996. Main Street is a national system of community-based economic revitalization that was devised by the National Trust for Historic Preservation to save historic and significant commercial buildings within economically depressed commercial districts.

The Main Street program has successfully revitalized Orange Avenue in Coronado and the Highway 101 corridor in Encinitis. Those programs began in the 1980s. Few today remember when either of them could be described as economically depressed commercial districts. They thrive with such charm now that people flock to them. Such is the future of North Park's commercial district.

In North Park several projects lifted the area from depressed to revitalizing. But the first project to win attention was the Odd Fellows Building at Kansas and University. The beautiful arched transom windows were boarded-up, the building had peeling white paint, and the storefront businesses were lackluster. Claire Magner and North Park Main Street worked together to enhance the façade and bring back the building to a place of glory. The now vastly popular Claire de Lune moved-in and won an Orchid award for Interior Design. Other wonderful projects followed including Caffè Calabria in a former bank building, Caffè Forte and Stone Paper Scissors, and the wonderful art gallery row on Ray Street with renovated storefronts. New businesses and restaurants followed, giving the area a new synergy.

Development in North Park

Now the area is moving from a period of revitalizing to developing. Projects with a total value of more than \$100 million are to be developed and completed by the end of 2005. They are the result of careful planning and working with the North Park community in building guidelines in advance of the development.

In 1997 a very large development was rejected by the community. It would have shut down streets, alleys, and developed a super-store between 32nd and Illinois Streets along University Avenue. Using site plans, tours and work sheets to evaluate the proposed store's impact, residents

were guided through the entire proposal. They developed a simple set of standards that resulted in people-friendly development criteria that would not ruin the small business/small-town feel of North Park. The result was *Development Criteria for North Park Main Street*. These Criteria won an Orchid Award for City Planning by San Diego's Orchids & Onions community design contest. Ann Jarmusch, architectural reporter for the San Diego Union-Tribune wrote in her column, "They deserve the attention of other communities undergoing redevelopment."

In 2001, after a long evaluation, the *North Park Main Street Design Guidelines* followed. The intent was to highlight only the broadest and most important architectural design concepts that form a blueprint for the restoration of the University Avenue corridor. They were intended as a reference tool for City staff, redevelopment officials, community leaders, and other decision-makers in evaluating the appropriateness of design proposals. Both of these documents can be found by visiting www.northparkmainstreet.com and clicking on "Design" in the directory on the left side of the home page.

North Park Condominiums

The North Park Condominiums project is a large mixed-use project slated for the RiteAid site on 30th Street and the parking lot behind it. It is being built by Western Pacific Housing, a subsidiary of D.R. Horton, one of the nation's largest housing developers. It has been in the planning phase for approximately two years. There have been public meetings on the project. North Park Main Street's Design Committee has been instrumental in guiding the design of the project. Renderings of the project are in our window at 3076 University Avenue.

The project envisions 224 "for sale" one and two bedroom condominiums. On the ground floor, there is 18,500 square feet for retail on 30th Street. Parking will be provided on site with 336 residential stalls and 39 commercial stalls. The style of the building will be Spanish colonial. You may view an elevation of the project at www.northparkmainstreet.com/design.htm.

The expected date for breaking ground for the project is spring of 2004 with completion in fall 2005.

North Park Theatre & Restaurant

The North Park Theatre, Built in 1927 and vacant for over ten years, is being renovated by a partnership between Bud Fisher, Lyric Opera San Diego and the San Diego Redevelopment Agency. Following historic preservation guidelines, the building will be a major catalyst to the revitalization of the University Avenue corridor. Deputy Mayor Toni Atkins has made the development one of her top priorities in North Park.

The theatre will be operated by the Lyric Opera San Diego, formerly the San Diego Comic Opera. They are forming a private non-profit corporation to build a multi-dimensional arts-based umbrella of performing companies featuring dance, orchestras, drama and others. The John and Mary Birch Foundation has donated \$1 million to spur the fund-raising for the renovation of the theatre to meet the needs of the various groups. Other donations have been pouring in to make the theatre the best medium-sized venue (800 seats) in the City. For more information call the Lyric Opera at (619) 231-5714.

The front of the building on University Avenue will include a major restaurant (some of the region's major restaurateurs have indicated interest). The restaurant will be sited in a beautiful large room that has ceiling beams painted with motifs from the original 1927 plans. A bar will be located where the concession stand for the movie house once sat. Beautiful coffered ceilings are found here. Where the ticket sales booth once stood, outdoor dining will be developed. Additional banquet space will be located in a large room to the west of the outdoor seating area. See renderings of many parts of the project at www.northparkmainstreet.com. Just click on the rendering that you want to see.

Retrofitting the theater and the removal of the hazardous materials has been completed. Now the major task of bringing back the exterior and the interior to its former glory begins. The year-long process is estimated to be completed in 2005.

Theater Plaza

Roger Lewis, Chair of the on North Park Redevelopment Project Area Committee, and John Stewart McGaughy, Chair of the Urban Design Subcommittee of the

\$100 Million of Development in North Park

Greater North Park Community Planning Committee, have each developed plans for a plaza on 29th Street next to the theater. They envision a place where the public can relax out of doors between performances at the theater. When the theater is not in use, the plaza could be used much as a town square facing University Avenue. The idea has been supported by various community groups and the North Park Community Association has volunteered to shepherd the idea.

North Park Parking Garage

Bud Fisher, developer of the North Park Theatre, has linked with the Redevelopment Agency to build a parking garage facing 30th Street and North Park Way across 29th Street from the North Park Theatre. The garage is expected to house approximately 400 automobiles in a parking structure managed by 5-Star Parking, one of Southern California's largest parking garage companies. Following four public meetings, organized by the Redevelopment Agency and North Park Main Street, a final design for the garage was selected.

The public requested that there be places for public art to be located on the building. Retail space with awnings will frame the first floor of the four-floor garage. Visit www.northparkmainstreet.com to see a rendering of the garage.

Ground-breaking at the site is expected in the first quarter of 2004 with completion expected in early 2005.

Walgreens Pharmacy and San Diego National Bank Garage

A two-level parking garage will be built directly in back of the San Diego National Bank building at the northwest corner of 32nd Street and University Avenue. The garage will be able to house 109 autos. One level will be at ground level and the second will be a deck above. Extensive landscaping will be used to screen the project. The developer has worked with adjacent properties to assure that they are aware of the project. The project received thorough public scrutiny both for design and for its impact on the neighbors. View the garage at www.northparkmainstreet.com

A new Walgreens Pharmacy has been approved for the northeast corner of 32nd Street and University Avenue, previously the home of a 99¢ store that burned in

2002. The first design was rejected by North Park Main Street's Design Committee. The architects who designed Whole Foods in Hillcrest were brought to the project and they produced an improved concept that was consistent with both the *Development Criteria* and *Design Guidelines* for North Park Main Street. A sidewalk café will be built that will feature tiled areas similar to the bus-stops at 30th and University Avenue. A flat parking lot will be surrounded by heavy landscaping, and public art. Next to the parking lot a 20-foot torch designed of stainless steel will be installed at Bancroft Street and University Avenue. Harmon Nelson, who also designed the North Park Sign, will use similar tile materials on the base of the torch. Renderings of the Walgreens can be viewed at www.northparkmainstreet.com.

This project passed the San Diego Planning Commission in December 2003. It will be built in phases. The first phase will be the two-level parking garage behind the San Diego National Bank Building. Then, work will commence on the actual Walgreens. Completion is expected for spring 2005

North Park Potential Site For Flagship Library

A flagship library for City Council District Three will be built in North Park. The library will be 25,000 square feet. It will include many amenities now found in the newer regional libraries in Mission Valley, Pacific Beach, and Point Loma. The library will be representative of all the communities in Mid-City. The date for completion is expected to be 2008. Construction will not begin until 2006. It is quite possible that the library will be included in a larger concept such as a mixed-use housing/retail development.

A Task Force was created to select a site. The Task Force met for a year. Field trips to other libraries in the city were arranged. Slides of libraries from around the country demonstrated several modern concepts. The presence of a children's space, space dedicated to computers, community rooms of various sizes, and a variety of other specialty spaces was demonstrated and discussed.

Finally, two sites for the location of the library were selected. The first location is the RiteAid site, also the location for the

North Park Condominiums. The second site is at 31st and University, presently the location of a derelict building that has been burned and vacant for over ten years; this site is across the street from the present library which is substantially smaller than what is being envisioned to replace it.

In order to recruit developers to build the library, a Request For Proposal (RFP) was circulated on December 22, 2003 by the City of San Diego's Library and Community and Economic Development Department. Tom Romstad of the Redevelopment Agency wrote the RFP.

There were six Threshold Criteria as follows:

- Structure in scale with surrounding development
- Focus on pedestrian and bicycle accessibility
- Avoidance of blank walls through use of offsets, finishes and fenestration
- Maximize visual access with large ground floor windows
- Strong relationship to public transportation
- Efficient internal configuration

Preference guidelines were given for the following:

- Utilize architecture respecting, but not mimicking, the community's rich architectural heritage (Craftsman, Mission Revival, Deco, etc.)
- Incorporation of compatible mixed-use development
- Proximity to schools, parks and other places of public assembly
- Preservation of historically interesting structures through adaptive reuse
- Creative parking solutions
- Minimal displacement of residents and merchants

A deadline of March 12, 2004, has been established for submittal of the proposals. Then the selection process will take place by the City.

These are just a few of the many exciting projects occurring right now. For all the latest information about proposed redevelopment and planning projects in North Park, please visit our web site at www.northparkmainstreet.com, call us at (619) 294-2501, or e-mail us at npbid@northparkmainstreet.com.

Events, Improvements, and Changes

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a resource list for small businesses; and is acting on direct feedback from small business owners. All this has led to an improved relationship with the small business community.

"The City's Development Services Department has been extremely responsive to the requests of small business advocates, including the BID Council, regarding proposals to enhance service delivery to our constituents," said Scott Kessler, CEO of the Business Improvement District Council. "This has resulted in the department's adoption of the 'Small Business Service Action Plan' which details approximately 40 categories earmarked for improved service including measurable goals, timelines, and staff assignments for implementation. It's a large work pill but one which will benefit both the City and small businesses."

Jay Turner, Executive Director of North Park Main Street, led a group of small business owners in providing critical input earlier this year before a San Diego City Council subcommittee. He worked closely with the Koles on their UrbanBody project, and has been working with Development Services in improving their small business services. "Overall, the outlook is positive," Turner said.

"It's been a learning process," Turner continued. "It's improving, and we're learning where our communications need to improve on both sides... Before we didn't know each other, and now we can ask each other questions on minor issues. That's giving us a road map on how to access the City. To someone outside the City, it's not self-evident. The only way to know is to ask people: 'Do you know how to navigate the City?'"

Call North Park Main Street if you are going to alter your interior in ways that require permits. And if you are experiencing problems with permitting be certain to call us. For small business tips, visit the Development Services Department's web site at www.sandiego.gov/development-services. For early assistance with your small business, call Terry Marshall at (619) 533-3089, and for help during the permitting and inspection process, call Ed Oliva at (619) 446-5395. The Department does not assume the role of consultant and professional services may need to be acquired, but they will get you on track.

New and Familiar Businesses Come to North Park

Chester's Moves Into More Intimate Surroundings

David and Judy Bushnell are redirecting a business that David's father, Chester, built into a North Park icon. Now David Bushnell says the time has come to refocus the business. The business will cater to the large number of new homeowners of craftsman & Spanish revival homes in North Park. Scores of these homes have been recently purchased and fixed-up in the neighborhood.

The Lunette Springs from Claire de Lune

Claire Magner has been considering opening an ice cream parlor for several years. Now the opportunity has presented itself to open next to Claire de Lune Coffee Lounge. She will open The Lunette with beautifully refinished wood floors and a painted interior in her signature color palette of brilliant hues.

Claire has been scouting ice cream that is truly wonderful. The Lunette will feature ice cream from the Double Rainbow company in San Francisco. Also from San Francisco will come unbelievable truffles and sculpted chocolates by Joseph Schmidt. You can find Double Rainbow at Trader Joe's, but you can't find an ice cream parlor serving it in Southern California. Try some and see what treats await you at The Lunette.

Urban Body Opens to Wide Support from Community

The Urban Body has opened after a long laborious process going through the City's Development Services Department. The awaiting public has been enthusiastic in joining the gym; it joins Stern's Gym on Granada Street as North Park's second work-out facility. The facility has state of the art "work-out" machines as well as the traditional dead weights. A juice bar in the front of the facility faces the street and can be accessed without using the gym.

Joseph Anthony Studio Moves from Hillcrest

One of Hillcrest's better-known upscale salons is moving to North Park into the

Poetry Building. Formerly located upstairs on University Avenue between Fourth and Fifth avenues, the Joseph Anthony Studio has enthusiastically embraced North Park. The salon had an entry in the Holiday Parade in advance of moving here. Supporting the arts, culture and entertainment focus of North Park Main Street, he plans to feature art in his salon; he did so in Hillcrest.

Amber's Artistry Moves from University Heights

Amber's Artistry is joining The Joseph Anthony Salon in the Poetry Building. With its arts-based retail and Asian imports emphasis, it will complement both the Sumner & Dene gallery across the street and the Burn gallery two doors west. An arts and design cluster is developing at 28th and Idaho Streets. Classes will be offered on designing mosaics.

The Old Mill Café Becomes The Lumberjack

The Old Mill has been a landmark for years in North Park. It now has a new owner, Mike Rocklin. The emphasis will be on expanding on the basic menu and attracting new customers from a cross-section of the community. Groups are now taking advantage of the meeting room that can be setup with long tables.

Ranchos Opens Organic and Natural Foods Market

Touting itself as a vegetarian market that will be different than Jimbos or Sunshine Foods, Rancho's Mercado is introducing a bi-cultural slant to markets. The Anglo/Latino mix of specialty foods is interesting. Capitalizing on their fine restaurant next door, the Mouets are bringing a new slant on food markets for North Park.

**Check Out the Growing
Number of Business
Links in our Web Village**

www.northparkmainstreet.com

Events, Improvements, and Changes

Ray Street Improvements Planned for 2004

November 2003— Improvement plans have been finalized using the \$100,000 Community Development Block Grant (CDBG) funds from Deputy Mayor Toni Atkins. Ray Street will get new trees with tree grates and tree guards. The tree species selected will be Hong Kong Orchids and Crape Myrtles and possibly two Jacarandas. Grates and guards will be natural steel.

Approximately six benches will be added to the street. They will be metal of a color called “caramel latte.” Lamp-posts will be painted a color called “toasted chestnut.” These two colors were selected from the color of the tiles on the base of the North Park Sign. Three planters presently belonging to Union Bank of California will be moved to the side of Big Lots. Artists will most likely paint the planters. Some sections of sidewalk on Ray Street will be repaired. The new sidewalks will match the red sidewalks on University Avenue. A fixed entry sign or symbol is being

considered for the end of Ray Street where it meets University Avenue.

There are other developments on Ray Street. A mural on the side of Big Lots is being reconsidered. The mural project originally came to a halt when REI, the master leaseholder for the Big Lots building, refused to give permission for a mural. Banners may be installed on Ray Street, and the merchants are considering a district-wide banner project as a fund-raiser.

Ray at Night continues every second Saturday of the month on Ray Street and includes other businesses in downtown North Park.



Chris Brethauer

North Park Main Street Marches in Lion's Holiday Parade

December 2003— The North Park Lion's Holiday Parade marched through the streets of North Park on December 6, 2003. Over 2,000 people in 100 entries walked the parade route that morning. North Park Main Street was one of those entries. North Park Main Street's entry was twelve boxes marching. Each box represented a business, event, or just something great about North Park.

North Park Main Street has marched in the holiday parade for the last six

years. Marching with a variety of themes, including trains, trucks and even the Historic Streetcar.

This year's theme was “Thinking Outside the Box.” This was the second year North Park Main Street has marched with the box theme.

A new attraction this year was the band competition that occurred prior to the parade. Bands from all over the county competed. Eastlake High School was the Band Sweepstakes winner. The parade competition winner was God's United Marching Majorettes.

The North Park Holiday Parade began in 1931 and grew to be the second largest parade in Southern California in the 1950s. In the 1960s the parade fell dormant but was revived in 1985 and has continued to grow ever since.



Traffic Calming on University Avenue Enters Next Stage

January 2004— You're invited to an interactive kick-off workshop on Saturday, January 31 from 9:00 a.m. to 12 p.m. The meeting will be held in the Grand Ballroom at Claire de Lune, 2906 University Avenue.

In 2002 North Park Main Street and the City of San Diego developed a series of innovative traffic calming concepts for University Avenue to help enhance and rediscover the corridor as a pedestrian- and transit-friendly environment. Now you're invited to participate in the second phase of the project.

At the workshop we'll take a closer look at how these traffic calming and transit-oriented concepts can work together along the University Avenue corridor to meet the community goals. You will (1) learn more about the University Avenue mobility plan and meet the project team, (2) understand the traffic calming concepts that will be analyzed in this project, (3) identify what you feel is and is not currently working in the corridor, and (4) brainstorm your visions for the future of the corridor.

The project will include numerous opportunities for community review and input, as well as develop a variety of technical analyses to identify opportunities for improved automobile, pedestrian, bicycle and mass transit mobility.

This second phase of the University Avenue plan is being funded by a \$300,000 grant from Caltrans. North Park Main Street wrote the grant in collaboration with the City of San Diego and the San Diego Association of Governments (SANDAG).

The first phase of the project was funded by a \$56,000 Walkable Communities grant and a \$14,000 Community Development Block Grant.

The second phase of the University Avenue project will ultimately result in a preferred concept plan that will enhance University Avenue as a place where people want to live, work, shop and play.

Please join us. Your participation makes a difference.

How to Get Involved

EVENT/COMMITTEE	DAY	TIME	PLACE AND ADDRESS
Design	2nd Tuesday	5:30 p.m.	North Park Main Street 3076 University Ave.
Board of Directors	2nd Wednesday	7:30 a.m.	North Park Main Street
Organization	Call For Schedule		North Park Main Street
Promotion	1st Wednesday	6:30 p.m.	North Park Main Street
Economic Restructuring	3rd Friday	9:00 a.m.	North Park Main Street
Spring Festival	1st Tuesday & 3rd Monday	6:30 p.m.	North Park Main Street

All meeting dates and times are subject to change. Please call (619) 294-2501 for confirmation.



North Park Main Street
3076 University Avenue
San Diego, CA 92104

Postage
Required