



THE NORTH PARK WAY

Spring 2004

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

North Park Receives Prestigious Pilot Village Designation

February 2004 – By a unanimous vote, the City Council approved North Park as one of five innovative projects to become Pilot Village demonstration projects for the City of Villages strategy of smart growth in San Diego.

This prestigious award was bestowed upon North Park following more than a year of collaborative work by North Park Main Street and the North Park Community Association.

The City of Villages strategy seeks to promote development that mixes housing, retail, jobs, schools, and civic uses within walkable communities that have easy access to transit. Villages address growth and improve existing communities by combining uses together in areas where a high level of activity already exists. They create a lively, walkable and unique atmosphere, and build upon existing neighborhoods while retaining their individual character.

Pilot Villages are important because they will demonstrate how Villages can benefit communities citywide and how to implement the City of Villages strategy throughout San Diego.

“We are very pleased that the selection process is complete and has resulted in such creative approaches to Village development,” said Planning Director Gail Goldberg. “The Pilot Village Program has already achieved one of our original goals, which was to demonstrate how communities can come together to create neighborhoods they are proud of. Each project has a unique flair that will draw people to their community and inspire the building of other Villages throughout the city. We are excited

about the contribution that these Pilot Villages will make to San Diego’s richness and texture as a cosmopolitan city of the future.”

The five projects selected are dispersed throughout the city and represent a variety of approaches and styles.

The projects include: (1) **North Park Urban Village** bounded roughly by Idaho/28th streets, Bancroft Street, Lincoln Avenue, and North Park Way; (2) **The Boulevard Marketplace** on El Cajon Boulevard in City Heights; (3) **Mi Pueblo** in the heart of San Ysidro; (4) **The Paseo** adjacent to SDSU; and (5) **Village Center at Euclid and Market**.

The projects now move to the implementation and building phase. Completion time will vary depending on the project. The goal is to complete construction within three to five years.

The North Park Urban Village is unique because it is the only one of the five Pilot Villages in which the Village is the historic business district. The others are all single developments.

Locating new Village development in older areas can help with revitalization. Newer town or community centers can also benefit by drawing people to the unique gathering points they create. Connecting Villages with an improved transit system will further help villages reach their full potential.

More information about the Pilot Villages is available at: www.sandiego.gov/cityofvillages or (619) 235-5226. For information about the North Park Urban Village, please call North Park Main Street at (619) 294-2501.

Eighth Annual Spring Festival This May 16

*Arts, Culture, and Entertainment
for Children of All Ages*

May 2004 – Once again University Avenue will be host to the North Park Spring Festival, North Park Main Street’s largest event. The North Park Spring Festival covers five blocks of University Avenue with fun, food, and entertainment. From 10 a.m. to 6 p.m. this annual event will feature 150 unique vendors, and international foods, as well as five stages of incredible entertainment.

Returning this year to the Spring Festival is the Sycuan Resort & Casino Dance Stage, which all day will have over 30 different local dance troupes from throughout San Diego. The Spring Festival will also include the World Music Stage where musicians from various cultural disciplines will perform, and the San Diego Artistic Community Stage, which will have artists creating works of art on stage during the musical performances.

In addition the Spring Festival has two stages of local bands and our renowned children’s area: Kid’s Art Beat. An interactive area with art activities for children of all ages. There will also be arts and crafts vendor areas of the Spring Festival, including arts demonstrations on Ray Street.

The Eighth Annual Spring Festival will prove to be the best one yet. We hope to see you there. For more information about the Spring Festival please call us: (619) 294-2501, or visit our web site: www.northparkmainstreet.com.



North Park Main Street

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News Clips

Latest North Park Business Map Hits the Streets

March 2004 – The third edition of the North Park Business map was recently completed and released. Fifteen thousand copies of the third edition North Park Business Map were delivered to the North Park Main Street office on March 18.

The cover features artwork by graphic designer Jayson Arthur McCauliff, who designed the North Park Main Street logo. Inside the map, North Park is referred to as the “creative community” that attracts artists, design professionals, musicians, writers, and entrepreneurs.

The third edition of the North Park Business Map is available for free in storefronts throughout North Park.

Western Pacific Sponsors North Park Village Banners

March 2004 – Western Pacific Housing has offered to sponsor 44 North Park Urban Village banners. Banners will be displayed for at least 180 days each year for at least three years. Within the sponsorship period, the banners will be installed and removed at different intervals to correspond with festivals, holidays, and special events.

The artist selected by the Design Committee to design the banners will be local artist Michael Scott. The new banners will be installed within a week or two after the Spring Festival.



Project Area Committee and Planning Committee Hold Annual Elections

February/March 2004 – The Project Area Committee held elections on February 18. Available were two Residential Owner Occupant seats, three Residential Tenant seats, two Business Owner/Income Property Owner seats, and two Community Organization seats.

Don Leichtling and Chris Poggi were elected as Residential Owner Occupants. James Albert, Kevin Nash and Shane Stahl won in the Residential Tenant category. Business/Property Owners elected were Patrick Edwards and James Longley. Roger Lewis was elected to represent the Community Planning Committee.

On March 16 the Greater North Park Community Planning Committee held its elections. Up for election were 10 seats on their Board of Directors. 13 Candidates ran for the 10 seats. Winners were: Lan Bubb, Michael Branch, Jason DeFay, Peter Dennehy, Vicki Granowitz, Richard Kurylo, Judi O'Boyle, Mike Petrogeorge, Keoni Rosa, and Maureen Westfall.

Thursday Night Market Celebrates Three Years

April 2004 – The beginning of Daylight Savings Time marks the three year anniversary of the North Park Thursday Night Market. This evening farmers' market began in April 2001 on North Park Way and has since grown in patronage and size. The Thursday Night Market started between 30th Street and 29th Street but has expanded westward to Granada Avenue.

Every Thursday from 4:00 p.m. to 7:00 p.m. North Parkers and visitors from other neighborhoods shop at the market to stock up on all their fruits and veggies for the weekend. The Thursday Night Market also features salsas, hummus, flowers, empanadas, and peanut butter.

On the first Thursday of every month there is the First Thursday Giveaway. To enter is free. Just stop by the North Park Main Street booth for a free ticket. The drawing starts at 6:00 p.m. Each week we give away food, flowers, and gift certificates from local businesses.

Events, Improvements, and Changes

Mobility Plan to Redefine University Avenue

March 2004 – Approximately, 60 people representing all portions of North Park attended a workshop to determine the next phase in the improvement of University Avenue. Andy Hamilton, Chair of the Economic Restructuring Committee, and George Franck and Kathleen Ferrier, Co-Chairs of the Design Committee, attended as well as members from various North Park Main Street committees.

There were several problems with the original University Avenue Traffic Calming Conceptual Study. Simulations indicate that the traffic circle proposed for Texas and University would create major congestion by 2030 if it were designed as presently planned. The traffic simulations showed that a single-lane traffic circle would back up traffic for several blocks east and west of Texas and University. This caused those present to reject a single-lane traffic circle at this location.

There seems to be a desire to move parking in the commercial core from University Avenue to the side streets to create

a continuous, dedicated transit right of way. Dedicated transit only lanes will make it possible for autos to have their own lane separate from transit, which would have its own dedicated lane.

Many people were in favor of moving bicycle transportation to Lincoln Avenue. This would eliminate the competition between bicycles and transit. The public overwhelmingly liked the historic streetcar, but the proposal did receive negative comments from some attendees. Unraveling the relationship between parking, autos, bicycles, and transit is difficult.

The next community meetings discussing the University Avenue Mobility Plan are May 6 at the North Park Christian Fellowship, and June 12 at Claire de Lune. For more information please call (619) 294-2501, or visit <http://www.rbfconsulting.com/us/northpark> for updated information regarding dates, times and locations of the community workshops.

City, Developer Strike Deal on North Park Housing Development

March 2004 – The City of San Diego Redevelopment Agency approved a development agreement for a \$62 million mixed-use project in the community of North Park, which will further revitalization and investment in our historic San Diego neighborhood.

The development, to be named “La Boheme,” will be built by Western Pacific Housing and will include 224 for-sale condominiums (45 of which will be affordable), approximately 15,800 square feet of ground level commercial space and a minimum of 371 parking spaces. The development, designed in a Spanish-Mediterranean style, will include seven different floor plans ranging in size from 900 to 1,100 square feet.

“As the first project to get approved in any of the city’s Pilot Villages, La Boheme stands as a great example of urban redevelopment,” said Deputy Mayor Toni Atkins. “This project brings a mixture of market-rate and affordable housing to downtown North Park and contributes to the ongoing revitalization of this community.”

La Boheme will be built on a 2.06 acre site bounded by 30th Street to the west, Lincoln Avenue to the north and Ohio Street to the east. The development is anticipated to be built by fall of 2006.

“We’re very excited about the opportunity to work with the City to build a mixed-use development in a vibrant community such as North Park,” said Gail Nakamura, vice president of marketing for Western Pacific Housing. “When completed, La Boheme will provide more housing options for San Diegans that want to live in this dynamic neighborhood.”

For more information on the availability of for-sale housing, affordable housing and leasing information for commercial space for this new development, contact Western Pacific Housing at (800) 330-0974.

For more information about the North Park Redevelopment Project Area, contact Tom Romstad, Redevelopment Project Manager at (619) 533-5284 or tromstad@sandiego.gov.

The Promotion Column

By Wesley Converse

April 2004 – Welcome to the first column from the Promotion Committee as a regular addition to *The North Park Way*. We are a group of dedicated volunteers who are business owners, employees, and residents of North Park who meet to promote the unique characteristics of our neighborhood. This involves creating ideas to market downtown North Park as a fun and exciting place to visit and shop.

Some of the projects of the Promotion Committee include the North Park Spring Festival, which over the last eight years has grown from a one-block event to a five-block extravaganza, and the North Park Thursday Night Market, a weekly farmers’ market. **Businesses Open Late Thursdays (BOLT)**, another event created by the Promotion Committee, is a weekly event where merchants keep their doors open later and offer specials to Thursday night patrons.

Currently we are having fun working on a Slogan Contest for North Park, BOLT expansion, window decorations, fall and winter events, web business directories, and business block captains.

We look forward to involvement and sharing in this column. We also look forward to promoting the North Park Pilot Village, the North Park Theatre, the Poetry Building, as well as many other exciting projects.

The Promotion Committee is always on the lookout for new members and ideas from the community on what you would like to see promoted here in North Park. If you are interested, the Promotion Committee meets the 1st Wednesday of every month at 6:30 pm at the North Park Main Street Office, 3076 University Avenue. If you would like to contact the Promotion Committee please call (619) 294-2501 or e-mail npsbid@northparkmainstreet.com.

Volunteers Needed!

**For the North Park Spring Festival
Fun, Sun, and a Free T-Shirt**
Call now to see what positions are available
(619) 294-2501

How to Get Involved

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	Call For Schedule	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

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Required