



THE NORTH PARK WAY

Summer 2004

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

UNIVERSITY AVENUE IMPROVEMENTS MOVE FORWARD

Plans for University Avenue Reviewed by Public

June 2004 – Over 100 people showed up for the final of a series of six public meetings regarding the University Avenue Mobility Plan which was held on June 12, 2004. The turnout was excellent because of a concerted effort to ensure that people were aware of the meeting. 6,000 copies of the flyer and information sheet were mailed to everyone within the census tracts that include University Avenue. In addition, Jay Turner went from business to business along University Avenue informing people of the meeting and answering questions. *North Park News* had an article about the meeting as well.

University Avenue is poised for greatness. A restored North Park Theatre, a new library, restored historic buildings, shiny new residential projects – all coming in 3-5 years. But for the sorry state of the street itself, University Avenue could be an exciting walking and shopping destination for the community.

University Avenue was designed in the 1920s for streetcars, horses, and human feet. Long-timers remember that prior to Mission Valley's malls, North Park was the region's primary retail center outside of Downtown. A recently-completed planning effort, the University Avenue Mobility Plan, is aimed at restoring this vibrancy through careful roadway changes. As many traditional Main Streets have discovered, the key is making pedestrians feel safe and comfortable. Especially safe.

Unfortunately, University Avenue is anything but safe now. In May, two more pedestrians were killed – in a well-lit crosswalk – adding to a long list of victims. Over a 30-month period, 224 traffic crashes occurred in North Park's

1.2-mile segment of University Avenue. The Mobility Plan would greatly reduce such mayhem by slowing traffic, providing safe crosswalks and landscaped medians, and giving pedestrians greater visibility through corner “bulb-outs.”

Besides safety, the Plan will provide landscaping, more efficient transit, and more visible storefronts. General traffic will have a single lane, but left- and right-turning vehicles will use separate turning lanes. The medians will block some dangerous turns. Existing diagonal parking will remain, but parallel parking spaces will be relocated around the corner to new diagonal spaces on side streets. This eliminates dangerous parking maneuvers and leaves a lane dedicated to public transit – buses today, perhaps a streetcar tomorrow. In fact, the Plan mapped out a potential streetcar route, should funding become available.

A small number of critics believe the Plan aims to harm local business. There's no denying change can be scary. But visit State Street in Santa Barbara and similarly improved, thriving Main Streets, and you can't help seeing the potential. North Park can have the vibrant, walkable Main Street our grandparents created for us.

The workshop began with a brief introduction by Myles Pomeroy from the City of San Diego. Dawn Wilson from RBF Consulting discussed the history of the project and explained what is being proposed. Andy Hamilton, a North Park Main Street committee chair, gave a report on the need for the project. He cited accident statistics for University Avenue that were quite alarming. He emphasized the need to make University safer; he stated

that two pedestrians had been killed recently. The number of auto accidents is in the hundreds. The width of each lane of traffic is nine feet, the narrowest in the city. Buses are nine-and-a-half feet wide window mirror to mirror. The competition between buses and automobiles is intense and dangerous. He indicated that the present proposed plan would remedy this dangerous situation. The University Avenue Mobility Plan is intended to make University Avenue safer, the business district more beautiful, and increase customer enjoyment of the district.

Apparently the public agreed. Exit surveys filled out at the conclusion of the meeting showed that 79 percent of the people who answered were comfortable or very comfortable with the proposed improvements and 16 percent indicated that they were uncomfortable or very uncomfortable with the proposal.

The final report by RBF Consulting will be completed by June 30, when their contract with the City of San Diego is completed. An aerial photograph-based schematic with all of the details of the plan will become available in the North Park Main Street office once the study is complete. Then funds will be sought to further engineer the project.

For more information about this project call us at (619) 294-2501, or e-mail us: npbid@northparkmainstreet.com.

In the Spring Issue of *The North Park Way* we reported that the MCTIP project was located in City Heights, when in fact it is located in Normal Heights.

We sincerely apologize for the error.

If you think you have found an error, in *The North Park Way*, please let us know. Call us at (619) 294-2501, or e-mail: npbid@northparkmainstreet.com.

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News Clips

City of Villages Banners Installed in June

June 2004 – Forty-four City of Villages banners were installed throughout the North Park Urban Village, one of five Pilot Villages for the City of Villages program.

The banners, designed by North Park artist Michael Scott, show pictures of four different buildings/projects in the Pilot Village: the Odd Fellows Building, the Masonic Temple, the sculpture on the Avalon Gallery Building, and the historic streetcar. All forty-four banners were sponsored by D.R. Horton, Western Pacific Series. The banners add to the sense of place so people know when they are in the North Park Urban Village.

North Park Community Association Holds Third Year of Summer Concerts

Summer 2004 – Summer marks the third year of popular concerts in North Park. Free to the public, four concerts will be at Bird Park at the corner of Upas and 28th streets; one concert will be at the North Park Community Park at the corner of Polk and Idaho streets. North Park Main Street is proud to be a sponsor of these wonderful community concerts.

The music offered reflects the diversity of the North Park community. The first concert was June 26. The remaining concerts for the season are: *Ishmael the Peacemaker and Dubsquad* on July 17, the *San Diego Cajun Playboys* on July 31, *Los Alacranes* on August 7, and *Eve Selis* on August 21.

All concerts are held at Bird Park except the August 7 concert, which will be held at the North Park Community Park. All concerts start at 6 p.m. and end at 8 p.m.

For more information about the concerts, e-mail the North Park Community Association at: Summerconcerts@northparksd.org or visit the web site: www.npcasummerconcerts.org.



Board of Directors Election in September

September 2004 – North Park Main Street will be holding its annual election for the Board of Directors through the month of September. Any Business or Associate Member in good standing as of June 30, 2004, is eligible to run for the Board.

If you are interested in running for the North Park Main Street Board of Directors, contact Richard Kurylo at (619) 294-2501 to obtain a candidate application. The deadline for submitting an application is 5:00 p.m. September 6, 2004.



University Avenue Traffic Calming Plan Wins Award

June 2004 – In a June 3 ceremony for awardees at the Hyatt Hotel in La Jolla, KTU+A and North Park Main Street received an award for the University Avenue Traffic Calming Conceptual Study. The awards ceremony was “a tribute to the best in San Diego planning.”

The University Avenue project won an Honorable Mention in the category of “Focused Issue Planning Project.” North Park Main Street was acknowledged in the ceremony. The University Avenue plan has been posted on our wall for over a year. The University Avenue Mobility Plan is an outgrowth of this Traffic Calming Conceptual Study.

Meeting Change Notice

Please note that the Design Committee has changed to the **first Tuesday** of the month at 5:30 p.m., and the Board of Directors now meet at **7:00 a.m.** on the second Wednesday of the month.

Events, Improvements, and Changes

LYRIC OPERA SAN DIEGO BREAKS GROUND ON NORTH PARK THEATRE

*With Seismic Retrofit Completed, City Ready to Convey
Historic Building to Lyric Opera*

May 2004 – In a historic moment for North Park, Lyric Opera San Diego broke ground Friday, May 21, on its renovation project that will re-open the North Park Theatre as a live-performance venue and restore it to its original beauty.

Deputy Mayor Toni Atkins and Assemblymember Christine Kehoe were joined by project developer Bud Fischer, City of San Diego Redevelopment Agency Director Hank Cunningham, Lyric Opera San Diego general director Leon Natker, and major theater donors Dr. Merle and Mrs. Teresa Fischlowitz for the ceremonial ground breaking, which drew in excess of 70 community members and Lyric Opera supporters. With the seismic retrofit of the theater completed, the City of San Diego, within two weeks of the ground-breaking, officially conveyed the theater to the Lyric Opera.

“Today’s ceremony represents the fulfillment of the city’s promise to this community. It also represents the fulfillment of my promise to make the revitalization of this theater one of my top 10 priorities,” said Deputy Mayor Atkins. “We’ve protected this theater from demolition all these years, and we are now prepared to convey it into the hands of an organization that will restore it to its former glory, and carry it to new heights as a quality live theater venue for not only this community, but the greater San Diego region.”

Since purchasing the building in 1990 to ensure preservation of this historic landmark, the City of San Diego has committed significant financial and technical assistance toward the redevelopment of the theater. The city’s Redevelopment



Agency, through the Community and Economic Development Department, will pay for approximately 80 percent of the entire redevelopment project, which includes renovation of the theatre, the development of a 393-space parking garage and a 75-space surface parking lot. This \$20 million investment of city Redevelopment Agency funds represents an investment in a project that will serve as a catalyst for future redevelopment and revitalization efforts in North Park.

“The Redevelopment Project in North Park was initiated with this theater’s preservation and restoration as one of its primary goals. With this project, we are seeing the fulfillment of this promise,” said Atkins. “More than that, the promise of this theater has spurred a continuing stream of private investment and redevelopment activity throughout North Park.”

The theater, which sits at the corner of 29th Street and University Avenue, has sat dormant for almost two decades. It is scheduled to re-open in late 2005 with the Lyric Opera’s performance of “Cinderella.”

“In less than year-and-a-half, when the Stephen and Mary Birch North Park Theatre opens for its first live performance in almost two decades, it is Lyric Opera San Diego who will be receiving a much-deserved standing ovation,” Atkins said. “I look forward to that day as a fulfillment of our commitment to North Park to bring this theater back to life.”



North Park Spring Festival is a Phenomenal Success

*Eighth Year Attracts More
People than Ever*

May 2004 – On May 16, 2004, over 40,000 people filled the historic heart of North Park to celebrate spring at the Eighth Annual North Park Spring Festival. Once again the streets were packed with people who came to enjoy five stages of live entertainment; interactive arts activities; international foods; and arts, culture, and entertainment for children of all ages.

This year was by far the best Spring Festival of all time. All the things that make the Spring Festival so wonderful were back this year, like Kids Art Beat, an arts-based children area where children engage in a variety of fun art projects. Stages of unique entertainment included the San Diego Artistic Community Stage, where painters share space with musicians on stage; and the World Music Stage, which featured musical performances ranging from mariachi to Cantonese Opera. The Spring Festival also had two more stages of live entertainment that featured the best in local talent.

This year’s Spring Festival included an interactive arts area on Ray Street. Here local non-profits demonstrated their artistic media such as pottery, painting, and sculpting. In addition the Spring Festival also had an Arts Village, a specialized vendor area devoted to professional artists and professional crafters.

Yet again the Sycuan Resort & Casino Dance Stage (organized by Stage 7 School of Dance) captured people all day long. This stage presented a fantastic blend of local dance companies that represented many different disciplines from ballet, modern, and salsa to Polynesian, hip hop, and flamenco. The Dance Stage continues to be our most phenomenal attraction year after year.

The Eighth Annual Spring Festival was an event that brought people together from all over the county. This year showed our dedication to making this event just better and better every year. For information about next year’s Spring Festival call 619-294-2501 or e-mail: npbid@northparkmainstreet.com.

Events, Improvements, and Changes

Transmission Gridlock Could Mean Summer Power Problems *SDG&E Demand Response Programs Can Help*

Summer 2004 – California’s electric transmission system is like the local free-way system. When there is too much traffic – in this case, high demand for electricity – gridlock can occur. The California Independent System Operator (ISO), the organization in charge of managing the state’s electricity supply, says there will be enough power to meet the expected demand this summer.

However, Southern California’s two major transmission lines may not have the capacity to bring sufficient power into the region. As a result, the region could experience blackouts this summer without much warning. That is why energy conservation through SDG&E’s® demand response programs is so important during this time of year.

With the official start of summer just passed, the hot and high energy-use days are on the way. Fortunately, SDG&E has a number of demand response programs for businesses looking to help decrease

the likelihood and severity of rolling blackouts by reducing their electrical demand when the state’s total demand is peaking. These programs also reward businesses for reducing their electric load during periods of high usage.

Businesses can choose from a number of incentives – including credits and special pricing to lower their energy bills – in exchange for reducing electricity use when the state faces power shortages.

SDG&E demand-reponse programs fall into two categories:

- *Reliability Programs* – Incentives to reduce energy use during system emergencies or when statewide electricity supplies are low.
- *Pricing Options* – Special pricing to shift or reduce use to cheaper, off-peak times.

Financial help and Bill Protection are also available for businesses that participate in SDG&E’s Demand Response Programs. In addition to financial incentives and

lowering overall energy costs, demand response programs help conserve precious natural resources and contribute to a cleaner environment.

Helping businesses save energy is one way SDG&E is working to help businesses stay competitive and keep our region’s economy growing. For more information on SDG&E Demand Response Programs, please call (866) 377-4735, e-mail SDG&E at drp@semprautilities.com, or visit www.sdge.com.



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Events, Improvements, and Changes

Task Force Chooses Site for District 3 Flagship Library

May 2004 – The District Three Flagship Library Task Force, by a 10-3 vote, chose the Carter Reese and Associates project on University Avenue between Idaho and Oregon streets in North Park as their official recommendation for the site of the new flagship library for the district.

“I want to commend the Task Force for helping us reach this important milestone. They have done a tremendous amount of work over the past year to select the site for the new District Three Flagship Library. They weighed each site heavily and made a good decision,” said Deputy Mayor Toni Atkins. “I will continue to look to the task force for guidance as this project progresses.”

The Carter Reese proposal calls for a multi-level building that would integrate the library with the new home of Deaf Community Services, as well as housing and retail. In a bold and innovative move, the project is designed to include approximately 90 units of affordable housing for the deaf to provide a sense of community for the hearing disabled.

“I’m impressed with the team that Carter Reese has assembled for this project. Their collective experience with libraries, and stylish urban developments bodes well for the future of this project,”

said Atkins. “I am deeply committed to keeping local businesses and residents in North Park, and I urge the developers to work closely with the property owners at this location to ensure that they are treated fairly throughout the entire process.”

A second site which was considered but not selected—referred to as the KDL project—would have placed the library on North Park Way at 31st Street. This site would have encompassed the former home of Drowsy Maggies at University Avenue and 31st Street. It was slated to be a nine-story building with 150 units of affordable housing. The task force voted 10-3 to accept this site as the back-up location for the flagship library should the Carter Reese development fail to materialize.

“I encourage the KDL developers to remain committed to redevelop this site,” said Atkins. “I want to offer any assistance I can to help bring an appropriate development to this location that will enhance this neighborhood.”

The current time line calls for the library to open in 2008. Definitive time lines, however, have yet to be confirmed.

Community Met to Design North Park Theatre Plaza

June 2004 – A very successful North Park Theatre Plaza community workshop was held on June 5. The intent of the workshop was to develop design concepts for the segment of 29th Street between University Avenue and North Park Way. Because the new entrance to the North Park Theatre will be on 29th Street, it is critical that the sidewalk on the west side be widened to accommodate future Theatre patrons.

The meeting was facilitated by Kathy Garcia from Wallace Roberts & Todd. Ms. Garcia is a Planning Commissioner with the City of San Diego and also a North Park resident. Approximately 30 community residents and City staff attended the Theater Plaza workshop.

The workshop included a review of design elements from other plazas in other cities, a walking tour of 29th Street, and a discussion of the restraints. Restraints on 29th Street included the following:

- Automobile access is needed for entry to and exit from the North Park Parking Garage.
- Automobile access is needed into the Union Bank of California drive-through.
- Truck access is needed into the loading zone behind the former Chester’s Furniture site.
- Truck access is needed to load and unload equipment behind the North Park Theatre.
- A minimum 20-foot fire lane is required between University Avenue and North Park Way.

This was followed by the attendees separating into four different groups, from which five concepts arose. All five concepts kept two lanes of traffic from the Chester’s loading zone southward to North Park Way. Three of the concepts kept 29th Street open to two-way traffic north of Chester’s. One concept kept 29th Street open to one lane of traffic north of Chester’s. One concept closed the street completely to automobile traffic north of Chester’s loading zone.

Based upon the concepts and the constraints, the consultants will design several proposals and come back before the community in mid-July.



Rendering of the Carter Reese Library Proposal at Idaho and University

Events, Improvements, and Changes

Western Pacific Housing Provides Update on La Boheme Condominiums

June 2004 – Representatives from Western Pacific Housing held a community meeting to provide information about La Boheme, formerly known as North Park Condominiums, on June 30. Invited to the meeting were property and business owners surrounding the project, the Board of the Greater North Park Community Planning Committee, the members of the Project Area Committee, the North Park Main Street Board of Directors, and the Board of the North Park Community Association.

Phase I of the project involves relocation of sewer pipes and installation of electrical lines. This phase is expected to begin July 6 and continue until October 11. Presently, the sewer runs through the alley between 30th Street and Ohio Street. The sewer will be relocated to Ohio Street.

Traffic patterns on Ohio Street will change as the project progresses. Initially, traffic will be open in both directions. After twelve to fifteen days, the southbound lane will be temporarily closed. The southbound lane of Ohio Street nearest University Avenue will remain open to allow access from the Washington Mutual

parking lot and ATM. A northbound lane on Ohio Street will be maintained throughout the entire first phase. The total disturbance to Ohio Street during Phase I is expected to be three to three-and-a-half weeks. The large parking lot behind Rite Aid will remain open during the entire first phase. Portions of the alley will be closed for a time, but maximum access will be provided. Weekly updates will be provided through Western Pacific Housing and North Park Main Street, both in written format and by web site.

Phase II of the project involves actual construction of the building. This phase is expected to last from eighteen to twenty-four months. At that time, the parking lot behind Rite Aid and the central portion of the alley will be completely closed. Additional community meetings will be held prior to construction.

The sales office for La Boheme will be open in early October. It will be located near the intersection of Utah and University. It is still too early to tell how much the units will cost. Forty-five of the 224 units will be affordable units.

Satellites Observe Ways to Conserve

By Luis Generoso, Water Resources Manager

June 2004 – Satellite technology will soon be an integral part of water conservation efforts in San Diego. For the first time, the City of San Diego will use satellite imagery to help accurately determine water budgets for landscaped areas citywide. The project is a joint partnership between the U.S. Bureau of Reclamation and the City of San Diego Water Department.

AgriCast Company, the technical consultant, will turn the satellite imagery from multispectral color images into a functioning Geographical Information System (GIS) map. From this map, the Water Department can estimate overall water usage and determine how much water is needed to maintain the landscape.

“It is estimated that by properly watering existing landscapes, the overall water use in the City can be reduced by at least 10 percent,” said Dan Carney, Water Department Landscape Architect.

“Information gained from this map could save consumers millions of dollars each year.”

In addition to assisting water conservation efforts, the new map will provide information that can be used for environmental impact studies, fire prevention efforts, city planning, stormwater runoff studies, and other applications.

This project will begin in June 2004, and will be completed in one year.

The Water Conservation Program reduces water demand through promoting or providing incentives for the installation of hardware that provides permanent water savings, and by providing services and information to help San Diegans make better decisions about water use. For more information about Water Conservation, visit www.sandiego.gov/water or call (619) 515-3500.

Stage 7 School of Dance Wins Multicultural Heritage Award

June 2004 – For encouraging the understanding and celebration of culture through dance, Stage 7 School of Dance won a 2004 Multicultural Heritage Award in the small business category.

The Wells Fargo 9th Annual Multicultural Heritage Awards program was created to recognize and honor San Diego-area companies that celebrate ethnic diversity in the workplace and in the community. These outstanding firms – small, medium, and large – not only participate in San Diego’s diverse community, they define it. Leading their industries through programs, policies, and plans, they set the bar for others to attain.

Stage 7 School of Dance brings together people of different cultures, ethnicities, abilities and age levels to experience the joy and empowerment of community-building rituals and celebrations – dance. Offering training in many forms, from Afro Cuban, Middle Eastern, Japanese Butoh, Flamenco and others, Stage 7 helps create a rich environment for the understanding of tradition and custom.

Stage 7 was established in 1972 by Kathryn Irely.

Business Improvement District Council Launches SDBizGuide.com

June 2004 – In 2002, the San Diego Business Improvement District Council (BID Council) received funding from the City of San Diego to develop an online business directory containing all of San Diego’s business tax certificate holders. SDBizGuide.com is the outcome of that funding and is San Diego’s most complete online directory featuring more than 70,000 small businesses registered in the City of San Diego.

SDBizGuide.com can be used to search for San Diego businesses by name, neighborhood, or industry. In our Small Business Owners Center, business owners may update their business address, contact information, operating hours, website, email address, etc. They can also post coupons and special offers.

Events, Improvements, and Changes

Stein Education Center to Provide Recycling for North Park Businesses

Education Center Receives Grant to Expand Services

June 2004 – The Stein Education Center has received a grant from SDG&E to assist with recycling services. The Stein Education Center is an organization that provides training and employment programs for the developmentally disabled. For several years, they have assisted with litter abatement and graffiti removal efforts in the vicinity around the 30th & University intersection. They have also provided the same service on the south side of University Avenue between Grim and 31st streets and on the north side of University between the 3074 University Avenue alley and Illinois Street.



Now, the Stein Education Center will be providing a free service to North Park Main Street businesses in picking up recyclables. One or two times per week, the Stein Education Center workers will pick up aluminum cans, glass and plastic bottles, cardboard, paper, and any other recyclable material free of charge to the business. This is a benefit to the individual businesses, the City of San Diego, the environment, and the Stein Education Center.

For more information about the Stein Education Center and their recycling program, contact Hal Rosen at (619) 284-2180.

The Promotion Column

By Wesley Converse

How many mornings would it take to eat breakfast in North Park BID and not eat at the same place twice? Let's take a walking tour starting at University and 32nd and see where and what we can eat.

The first place we will find is *caffè FORTE*, where every cup of coffee is brewed on the spot. You won't find any coffee pump pots here. If it is on the menu you can have it served any time of the day. They proudly feature Boar's Head Meat and Cheese. Also check out Brett's collection of vintage cameras.

Across the street is *UrbanBody Gym*. Many in our community break their overnight fast by an early morning workout starting at 5 a.m. Then it's time to hit the juice bar which serves up a variety of delicious high protein drinks. This is a great way to lose weight, built muscle and start the day feeling energized.

Going down the street to the **North Park Main Street** office we turn left on Grim. There we find *The Golden Phenix Restaurant* on North Park Way. Lou has served affordable breakfasts for 28 years come September.

Continuing down University to Ohio Street, we find *The Lumberjack Grille*. Breakfast is served all day. The name originated because lumber camps were know to have the best cooks in the territory as well as good food.

Back on University, *Marie's Café* is the next place for breakfast. Have your food card punched after your meal and the sixth meal is free. Breakfast is also served all day.

Now at 30th and University we find *North Park Deli & Coffee*. They specialize in Omelete-wiches. However, if a 12-inch roast beef, ham, turkey, jack cheese avocado appeals to you in the morning, Hector will serve it up. You can check your e-mail and surf the internet here. As

a **BOLT** (Businesses Open Late Thursdays) merchant, look for the Thursday night special.

Down the street is *Rancho Cocina*, serving Mexican and Vegetarian Cuisine. All Natural Rancho Style Cooking is a real hit here. Also a **BOLT** merchant, you will find Thursday night specials here. Ranchos is a Certified Green Restaurant that serves great food.

Across the street is *Caffè Calabria* that serves a modest breakfast. "A quaint European style café offers an inviting, romantic atmosphere, with an Old World flair."

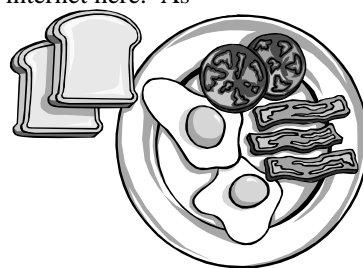
Next on the breakfast hunt is *Claire de Lune* coffee lounge. Yes, a coffee lounge, not a coffee house. Claire de Lune is "a community center in the purist sense of the term, a place where friends and neighbors can gather together and share music, poetry, neighborhood concerts, or simply a great cup of coffee" and breakfast. Claire de Lune is also a **BOLT** merchant.

Across the street and next to the North Park Theatre is our newest restaurant in our community, *Spread Nouveau Comfort Food*, where smores, pancakes and Mexican Chocolate Waffles are the popular breakfast items.

On the opposite end of University at 28th street is *The Mission*, "A café specializing in simple, healthy, tasty food, with a whimsical edge and a focus on artful presentation at an affordable price."

So we can go 10 days eating breakfast in downtown North Park at a different places. You can find many these businesses on the **North Park Main Street** web site under the business directory link. Go to www.northparkmainstreet.com.

Bon Appétit!!!



How to Get Involved

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

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



North Park Main Street
3076 University Avenue
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