

**HAPPY HOLIDAYS**

from all of us at North  
Park Main Street!



*Our mission is to promote development that  
supports arts, culture & entertainment while  
preserving the historic integrity of North Park.*

# The North Park Way



**December 2005**

**[www.northparkmainstreet.com](http://www.northparkmainstreet.com)**

## *Message from the President* **Patrick Edwards**

As the newly elected President of North Park Main Street, I want to take this opportunity to express my thanks and excitement to the Board of Directors for allowing me to lead this important organization.

### **The Time for North Park is Now!**

North Park is experiencing a wonderful explosion of new businesses, along with the newly-restored Stephen and Mary Birch North Park Theatre.

The Theatre opened on October 14 with Lyric Opera San Diego's performance of *The Mikado*. If you haven't been to the Theatre you should get tickets and be prepared for a real treat.

Complementing this excellent new arts venue are the La Boheme condominium project and the North Park Parking Garage, both under construction and soon to feature new retail spaces. Perhaps North Park will get a few more restaurants in these new buildings, adding to the present dining/entertainment options such as Apertivo, Ranchos North Park, Caffé Calabria, Zensei Sushi and Tazablanca, to name a few. Expect more retail shops like the Kate Ross clothing store for women and men. North Park Main Street encourages you to support our local establishments along with our wonderful Farmers Market on Thursday nights at Granada and North Park Way.

I encourage all of you to visit [www.northparkmainstreet.com](http://www.northparkmainstreet.com). You will find lots of useful information about the neighborhood and the North Park Main Street Program and how you can get involved.

Don't just let things happen around you; partner with us, attend a meeting, visit the market, get involved in North Park community events and if you haven't already—join North Park Main Street and help make it happen.

## **Keeping North Park the Way We Love It!**

By Jeannie Tidy, Executive Director

North Park is HOT! HOORAY! People want to discover North Park. North Park Main Street is getting calls on a daily basis asking about properties available for retail or development. This attention offers benefits and liabilities. Let's look at both. The benefits to North Park include great new businesses, and quality developments that will enhance the area. The liability is that due to our success, the neighborhood is growing so rapidly that many rightfully fear over-development. As the area continues to be popular, what are the options for North Park?

Good planning for an area is important to its integrity. Studies nationwide show that market values increase in designated historic and conservation districts due to protection from impacts of incompatible renovations and new construction on neighboring properties.

One way of protecting neighborhoods is the establishment of National Register Historic District Designation. There are many advantages to establishing a National Register Historic District. First, and foremost, is the recognition of a site or a building's architectural and historical significance. In addition, this designation is capable of stimulating tourism through a renewed interest in an area. Furthermore, existing federal tax incentives can help assure preservation of existing building stock and protect communities against speculation and sudden uncharacteristic development. These incentives can be a substantial motivating force that can drive property owners to improve their buildings.

Listing in the National Register may make a property eligible for a Federal Income Tax Credit. Tax credits are a way to assist developers and owners with financing and serve as a creative tool for larger restoration projects. A tax credit differs from an income tax deduction. An income tax deduction lowers the amount of income subject to taxation. A tax credit, however, lowers the amount of tax owed.

People are often fearful that having National Register Historic District designation means someone else will have control over their property. **THIS IS FALSE!** The fact is that you will have the same property rights as you currently hold on to your property. It will not automatically preserve a building, nor does it keep a property from being modified or even destroyed. Unless a project is federally funded, or regulated by local ordinance, private property owners may deal with their property in any way they see fit. Private owners are not required to open their listed property to the public for visitation and the government will not attach restrictive covenants to the property or seek to acquire it because of its listing.

North Park Main Street is currently looking into applying for a National Register Historic District Designation, for sections of North Park. Becoming a National Register Historic District will be an important step in establishing a stronger identity for North Park, showcasing the area's architecture, and turning the community into an even more significant arts and culture destination.

The National Register Historic District designation is an important tool used in many cities for neighborhood preservation that can help ensure lasting beauty and quality of life in North Park for future generations.

If you would like further information about North Park becoming a National Register Historic District visit these websites: [www.cr.nps.gov/hps/tps/tax/brochure2.htm](http://www.cr.nps.gov/hps/tps/tax/brochure2.htm), <http://ohp.parks.ca.gov>, [www.cr.nps.gov/hps/tps/tax/rehabstandards.htm](http://www.cr.nps.gov/hps/tps/tax/rehabstandards.htm), or [www.cr.nps.gov/hps/tps/tax/rehabstandards.htm](http://www.cr.nps.gov/hps/tps/tax/rehabstandards.htm).

## North Park Main Street

3076 University Avenue  
San Diego, CA 92104-3034  
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fax: (619) 294-2502  
npbid@northparkmainstreet.com  
[www.northparkmainstreet.com](http://www.northparkmainstreet.com)

### BOARD OF DIRECTORS

**Patrick Edwards, President**  
Antique Refinishers

**Robin Kole, Vice President**  
UrbanBody Gym

**Ben Garduño, Secretary**  
Studio g

**Rosa Lopez-Gonzalez, Treasurer**  
Union Bank of California

**Debra Cooper**  
Washington Mutual

**Allisun Hollies**  
Associate Member

**Greg Hurst**  
Caffe Forte

**John Stewart McGaughy**  
Associate Member

**Lou Palestini**  
San Diego National Bank

**Katie Rasmussen,**  
The Windsmith

**Gregory Scott**  
Bacchus House

**Larry Stein**  
Warp 9 Imaging

**Hal Thomas**  
Thomas Realtors

### COMMITTEE CHAIRS

**Sasha Hopstock and  
John Stewart McGaughy**  
Design

**Andy Hamilton**  
Economic Restructuring

**William Keesling**  
Promotion

**Daniel Bess**  
North Park Festival of the ARTS

### STAFF

**Jeannie Tidy, Executive Director**

**Jude Thomas, Office Assistant**

## Downtown News

### *Kate Ross Opens in North Park*

Kate Ross Clothing held its grand opening celebration on December 10 as part of Ray at Night. North Park's newest clothing store featured a fashion show which had models wearing clothes sold at Kate Ross Clothing. It was wonderful to see standing room only in this great new North Park business.

Kate Ross Clothing is a new store that sells designer label clothing and accessories. Kate Ross is located at 3013 University Avenue and their number is (619) 688-1088.

### *Holiday Party a Great Success*

On December 9 North Park Main Street held its annual Holiday Party. About 50 people showed up to The Arts & Entertainment Center, who hosted the event.

At the party the winners of the Seasonal Lighting and Decoration Contest were recognized. Shooterz won Best Exterior Display and Art Quest Flowers won best Window Display. Honorable Mentions were also given out to the Windmill and Auntie Helen's.

North Park Main Street also recognized David Wolfe as Volunteer of the Year, Ben Garduño as Board Member of the Year, and Richard Kurylo as 2005's Friend of North Park Main Street.

### *Drowsy Maggie's Mural Recognized at Ray at Night*

Patrick Edwards and Jeannie Tidy presented paint brush plaques to the Children's Museum, AjA, Deputy Mayor Toni Atkins office and developer Dan Liewer of KDL Properties for implementing the mural on the corner of 31st and University Avenue. The Drowsy Maggie's site has been vacant for many years and is now to be the site for the new North Park library.

### *Heaven Sent Desserts to Open Soon*

Heaven Sent Desserts is the new dessert store moving into the corner of 30th and University. At the December Ray at Night they had a wonderful sampling of good things to come. They are hoping to be open sometime in February if construction permits. Look for them on the web at [www.heavensentdesserts.net](http://www.heavensentdesserts.net).

### *North Park Spring Festival is Now the Festival of the ARTS*

In celebration of its tenth year, the North Park Spring Festival has been renamed the North Park Festival of the ARTS. The new North Park Festival of the ARTS will be San Diego County's only juried arts street fair.

As always the Festival of the ARTS will continue to offer the best in entertainment, food, and fun.

The North Park Festival of the ARTS is scheduled for May 21, 2006. For more information please call (619) 294-2501 or e-mail [npbid@northparkmainstreet.com](mailto:npbid@northparkmainstreet.com).

### *Calling San Diego County Artists*

The North Park Festival of the ARTS is asking for original artwork to become the festival poster for 2006. This contest will happen each year to pick new artwork for the festival poster. Please visit our website for further information about entering this event. All submissions need to be delivered to North Park Main Street, 3076 University Avenue, San Diego, CA 92104 no later than Friday January 20, 2006 by 5:00 pm.

### *North Park Main Street Seats New Board of Directors*

At the October meeting of North Park Main Street's Board of Directors the newly elected Board Members were seated. Those seated in October were: Patrick Edwards (Antique Refinishers), Greg Hurst (Caffe Forte), John Stewart McGaughy (Associate Member), Hal Thomas (Thomas Realtors), Larry Stein (Warp 9 Imaging), Debra Cooper (Washington Mutual), and Dr. Gregory Scott (Bacchus House). All seated Board members will serve until October 2007 when their term expires.

### **New Meeting Time**

North Park Main Street's Board of Directors now meets at **7:30 A.M.** on the **SECOND WEDNESDAY** of every month at the North Park Main Street office:

3076 University Avenue  
(619) 294-2501 for more information

# Events, Improvements, Changes

## City Council Approves \$4.7 Million for Streets and Sidewalks

The City Council recently approved four items that will bring about more than \$4.7 million in investment to our city streets and sidewalks.

"I'm pleased to report that this Council continues to make infrastructure projects an ongoing priority," said Deputy Mayor Toni Atkins, "The work of the city continues, and I'll continue to fight for approval of the projects that directly improve the quality of life for people living in San Diego."

The first item allocates \$1.968 million for asphalt overlay resurfacing of seven miles of streets citywide. This project is comprised of 4.5 miles of streets on the city's regularly schedule maintenance list, and 2.5 miles which are connected to the ongoing undergrounding of utility lines across the city. Two of the items fund sidewalk replacement projects.

One allocates \$667,500 to replace 300 non-tree-root damaged sidewalk locations citywide, while the other, an \$865,500 outlay, calls for the replacement of 388 damaged sidewalk locations caused by tree root damage. Taken together, this is a \$1.533 million allocation for 688 damaged sidewalk locations throughout the city. The fourth item allocates \$1.21 million to slurry seal 30 miles of streets citywide, consisting of 20 miles of streets on the current list, and an additional 10 miles of streets tied to undergrounding projects.

In addition to these items, the city will also receive an additional \$5.5 million from the State of California in relation to Proposition 42. The funds will be earmarked for street and sidewalk repairs, as well as storm drain repairs. The city received these funds in October 2005, and they can be put to immediate use to fund additional much-needed repair projects.

## Once Upon a Time in North Park: Drowsy Maggie's

By Steve Hon

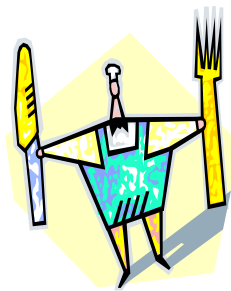
One of the final two sites being considered for the new North Park Library is at the corner of 31st and University Avenue. In several of the articles that have appeared on the work of the Library Task Force, that location is often referred to as the Drowsy Maggie's site. North Park residents who have moved into the neighborhood since 1991 may wonder, "What is Drowsy Maggie's?"

To clear up any confusion, Drowsy Maggie's was the name of a restaurant and alcohol-free nightclub that operated at 3089 University Avenue from June 1, 1981 through mid-April 1991. The proprietor of Drowsy Maggie's was Marcus Robbins who set a goal of establishing a music venue where customers could listen to an eclectic mix of alternative music ranging from jazz, blues, and traditional folk to ethnic music from around the world. Live music was available seven nights a week.

Although Drowsy Maggie's could have probably succeeded on the merits

of its menu alone, the live music made it a special place which is why many people have such fond memories of the establishment that over 12 years after it closed its doors, people still are referring to the location by that name. The musicians performed for tips only and while the very loud cappuccino machine located in the dining and listening area could be annoying to both the musicians and the customers, Drowsy Maggie's was a key outlet for local musicians to display their talent for over ten years.

Marcus Robbins closed Drowsy Maggie's in April 1991 after his rent was raised from \$1,400 a month to \$3,500 a month and the cost increase made it too expensive to continue. After Drowsy Maggie's closed, there were some other businesses that occupied the location until a serious fire caused by a car hitting a gas meter caused extensive damage to the building. Since the fire, the building has remained boarded up and vacant for many years.



**Peking Cafe**  
*Old World Chinese*  
2877 University Ave.  
(619) 295-2610

### The Underground Gourmet

Recently while perusing the streets of North Park after seeing all the great art work at "Ray at Night" I decided to try the Peking restaurant at 2877 University Avenue. The group with me, decided to try the family Peking dinner special. All the food served was freshly made and of excellent quality. We especially enjoyed the egg flower soup and decided it was the best we had ever tasted. The wait staff were friendly and the place has a real old fashioned Chinese atmosphere. Closed on Tuesday, but open Sunday, Monday, Wednesday, Thursday, and Friday from 11:00 a.m. – 9:00 p.m., and open Saturday from 4:00 p.m. – 9:00 p.m.. They have great take out as well.



## North Park Telephone Resources: Who to Call



Balboa Park Management .....	619-235-1100	North Park Theatre Box Office.....	619-239-8836	San Diego City Hall.....	619-236-5555
Block Party Permits .....	858-495-7863	Police Non-Emergency.....	619-531-2000	San Diego County Clerk.....	619-237-0522
Bus & Trolley Information.....	619-233-3004	Police North Park Storefront.....	619-284-1122	San Diego County Courthouse.....	619-694-3900
Code Compliance .....	619-236-5500	Potholes .....	619-527-7500	San Diego County Information .....	619-694-3900
Council District 3 Office.....	619-236-6633	Residential Refuse.....	858-492-5060	Small Business Liaison .....	619-446-5211
County Supervisor Ron Roberts.....	619-531-5544	San Diego Board of Education.....	619-725-5550	Street Light Repair.....	619-527-7500
Illegal Dumping.....	858-492-5010	San Diego City Attorney .....	619-236-6220	Street Sweeping.....	619-527-7500
Mayor's Office .....	619-236-6330	San Diego City Clerk.....	619-533-4000	Tree Maintenance .....	619-527-5465

# How to Get Involved

COMMITTEE	DAY	TIME	PLACE AND ADDRESS
Design	1st Tuesday	5:30 p.m.	North Park Main Street 3076 University Ave.
Board of Directors	2nd Wednesday	7:30 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 Friday	9:00 a.m.	3076 University Ave.
North Park Festival of the ARTS	2nd Monday	6:30 p.m.	3076 University Ave.

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

BECOME A MEMBER, VOLUNTEER OR JUST MAKE A DONATION TO NORTH PARK MAIN STREET:

Name

Address

Phone

Email

Tax deductible annual membership:  
I'd like to make a tax deductible donation  
to the following project(s):

\$50

Make annual membership payment and donations to:  
BID Foundation – North Park

Sustaining grant for program operations  
North Park Theatre restoration  
Historic streetcar restoration project  
Farmers' market development

*Amount*

\$ \_\_\_\_\_  
\$ \_\_\_\_\_  
\$ \_\_\_\_\_  
\$ \_\_\_\_\_

Mail completed application and payment to:  
North Park Main Street  
3076 University Avenue  
San Diego, CA 92104.

TOTAL DONATION:

\$ \_\_\_\_\_



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

Postage  
Required