

**HAPPY  
VALENTINE'S DAY!**



# The North Park Way

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



**February 2006**

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

## North Park Parking Garage Dedication

**Please join Councilmember Toni Atkins, the Redevelopment Agency of the City of San Diego and North Park Main Street to the Grand Opening of the North Park Parking Garage!**

**Designed by the North Park Community, the 388-space garage is a much needed amenity to the area. Please join us as we dedicate the latest addition to the continued revitalization of North Park!**

**February 15th at 9:00 a.m.  
Corner of 29th Street and North Park Way  
Refreshments will be served.**



### *Message from the President Patrick Edwards*

Each time I sit to write a newsletter I am more amazed at what is going on in and around North Park. It is going to be an exciting year in North Park with the opening of the parking garage, La Boheme and the wonderful ongoing events at the theatre. The library project looks like it will now move forward, at 31st and University, sometime over the next two years.

In addition we have the Festival of the ARTS coming up May 21. We changed our name from Spring Festival to the Festival of the ARTS to better showcase the emerging importance of the Arts and Entertainment district. You may donate financial assistance through the Patron Purchase Program which we have created to support the artist's directly. This is only \$150 and the money will be used to give cash prizes directly to the artist's. You will be listed as a sponsor in our program and you will also receive \$100 in coupons that can be redeemed for art work at the festival. In addition, you will receive a signed poster and other memorabilia from the event as well as VIP parking. We also have many tier level sponsorships available. Give our office a call at 619-294-2501 or visit the website at [www.northparkmainstreet.com](http://www.northparkmainstreet.com) for more information. We hope you will consider contributing to this worthwhile event.

We are also working on implementing the art work to go up on the parking garage. This will be done through matching grant funds that we are in process of trying to obtain. I will keep you updated as we make progress on this project. There is a public event planned for Wednesday, February 15 to officially open the parking structure. Through the communities continued participation North Park is once again the "heart" of San Diego.

## North Park Main Street

3076 University Avenue  
San Diego, CA 92104-3034  
ph: (619) 294-2501  
fax: (619) 294-2502  
npbid@northparkmainstreet.com  
www.northparkmainstreet.com

### BOARD OF DIRECTORS

- Patrick Edwards, President**  
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- Robin Kole, Vice President**  
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- Andy Hamilton**  
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- Robin Kole**  
Promotion
- Daniel Bess**  
Festival of the ARTS

### STAFF

- Jeannie Tidy**  
Executive Director
- Jennifer Crawford**  
Executive Assistant
- Jude Thomas**  
Office Assistant

## Downtown News

### *Cinderella Opens at the North Park Theatre in February*

Lyric Opera San Diego will finish their first season in the newly renovated Stephan and Mary Birch North Park Theatre with two wonderful shows: Rossini's *Cinderella*, and Rodgers and Hammerstein's *The King and I*.

The North Park Theatre reopened in October 2005 and since then has played host to more than just Lyric Opera San Diego's productions. In November 2005 Earl Thomas performed at the North Park Theatre's first music concert and in January 2006 the Nations of Dance Festival was held there.

Lyric Opera San Diego's production of *Cinderella* opens February 10 and continues February 12, 16, 18, and 19. *The King and I* opens March 17 and continues March 18, 19, 23, 24, 25, 26, 30, 31, April 1, and 2. For tickets or more information call (619) 239-8836 or visit [www.northparktheatre.com](http://www.northparktheatre.com).

### *North Park Farmers Market Temporarily Closes*

We will be reopening sometime in March or early April on North Park Way between 30th Street and Ray Street. We hope you will visit the market and check out the website for details at [www.northparkmainstreet.com](http://www.northparkmainstreet.com)

### *New North Park Business The Private Collector*

Opening in March, The Private Collector, is looking forward to being here in North Park. After nearly two decades in Mission Hills, the Antique Gallery will be opening it's doors in the old Sumner & Dene location at 2811 University. The Private Collector is owned and operated by David Schutte. This San Diego Native is also a resident of North Park and knows the area well. Specializing in antiques from around the world, the staff has made numerous buying trips to both Europe and Asia.

With an inventory of thousands of items, this will be a shopping location both for furnishing a home and for special gifts. Depending on shipments and buying trips, you will find anything from Victorian and Country French to Japanese Tansu and Chinese wedding beds. Together with it's sister business 1st Dragon, the Private Collector will also present a fine selection of art glass and jewelry in the Sumner and Dean tradition. For further information visit their website [www.theprivatecollector.com](http://www.theprivatecollector.com).

### *Jennifer Crawford Joins North Park Main Street as the New Executive Assistant*

North Park Main Street proudly announces the hiring of new Executive Assistant Jennifer Crawford. After receiving 35 applications and interviewing several candidates, Jennifer was unanimously chosen by a Selection Committee. Jennifer is a graduate of the University of California San Diego and has a degree in Linguistics. Originally from Miami, Florida, Jennifer has lived in or near the North Park area for the past nine years.



After working in the publishing industry as a proofreader and production assistant, Jennifer turned her sights to politics during the 2004 Presidential Election. Working for the Democratic National Committee, Jennifer helped train and lead door-to-door workers in an intense fundraising effort.

Following her work for the DNC, Jennifer worked as an Intern for San Diego Councilmember Toni Atkins. During her time interning for the Third District, Jennifer applied and successfully secured her most recent position as Executive Assistant to former Councilman Michael Zucchet. Jennifer recently stated "I'm happy and proud to be here. I think it's a really exciting time to be in North Park. There are some great changes and developments taking place, and I'm thrilled to be a part of that."

### **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

CALLING ALL ARTISTS!!

# NORTH PARK FESTIVAL OF THE ARTS

Bring Your Art to  
North Park

The North Park Festival of the Arts is now accepting applications for entries in the fine arts Section of the Festival.

Be a part of San Diego's only outdoor juried arts festival and street fair.

Cash prizes available for Best in Show, First Time Exhibitor, and First Place in each category.

For an application call the number below.

*First Annual  
Poster Contest*

For the first time North Park Festival of the Arts is having a poster design contest to select a poster that will be a collectable piece of fine art.

The selected design will be featured on almost all marketing of the 2006 event.

Deadline for submission is February 28, 2006. For more information call the number below or e-mail.

**For applications or more information**

**Call 619-294-2501 or e-mail [npbid@northparkmainstreet.com](mailto:npbid@northparkmainstreet.com)**

The North Park Festival of the Arts is produced by North Park Main Street with support from the San Diego Commission for Arts and Culture and the County of San Diego

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

# ONCE UPON A TIME IN NORTH PARK

By Donald P. Covington, Architectural Historian February 1997  
**NEWMAN/I.O.O.F. BUILDING**

The building now occupied by the Sunset Lodge of the Independent Order of Odd Fellows and two business establishments at University Avenue and Kansas Street was designed in 1929 to house a department store. The building was planned by one of the pioneer builders in North Park: Edward W. Newman. Mr. Newman and his wife Fanny lived in North Park as early as 1914. At the time of construction of the I.O.O.F. building they were living at 3970 Kansas Street. During the 1920s, he maintained an office in the 3800 block of 30th Street. Edward Newman was also a builder of houses in University Heights, Normal Heights and Kensington as well as North Park.

The building on the northeast corner of University and Kansas was planned in June of 1929 to be a four story building and has a full basement with reinforced concrete and steel foundation to allow the load of such a structure. However, during construction, plans were changed and the building turned out to be two stories with the second floor planned as a mezzanine around a central open space. The Spanish Colonial exterior of the building featured a prominent series of round arch windows mimicking a glazed Roman arcade. In the 1950s the translucent arches were covered in a mistaken effort at modernization.

Following completion of the building in December 1929, E.N. Mudd Department Store became the first tenant. In June of the following year, the Norman F. Maw Music Company moved its store from downtown to the Newman Building. As well as musical instruments, the Maw Company also stocked Frigidaire refrigerators and Brunswick radios. At the public opening of Norman Maw's new store, representatives of the Frigidaire Company served frozen desserts "to illustrate the advantages of electrical refrigeration in the home." Entertainment was offered by the thirty voices of the Treble Clef club, and the San Diego State College Men's Glee Club. Several ukuleles and banjos were given away during the grand opening.

The business of those first two tenants of the Newman Building must have foundered during the darkest months of the Great Depression as in September 1932, Edward Newman sold the building to the I.O.O.F. A remodeling project began immediately under the direction of Lee Brendt, a Marine officer and member of the fraternity. The project resulted in lodge facilities facing on Kansas Street and three business spaces on University. The first tenants after the 1933 remodeling included *Smith Shade Company* and *Siebert's Barber Shop*.

Edward Newman also owned the four lots directly across Kansas Street now occupied by the North Park Rug and Carpet Company building. In the summer of 1930, Newman leased those lots to James Truax who promptly laid out a "Midget Golf" course on the property. With the Maw Music Company, and the new North Park Theatre and vaudeville house directly across the avenue from the miniature golf course, the corner of Kansas and University became North Park's first center of entertainment for the local community in the early 1930s.

## **FEBRUARY SCORE WORKSHOPS**

- Feb. 9 "Selling through the Internet"
- Feb. 11 "How to Start & Manage Your Own Business"
- Feb. 22 "How to Write a Winning Business Plan"
- Feb. 23 "Marketing, Advertising & Branding"
- Feb. 25 "Quick Books Advanced"
- Feb. 28 "How to Start & Manage Your Own Business"

To register call (619) 557-7272 or go to [www.score-sandiego.org](http://www.score-sandiego.org)  
 Costs are \$64-99

### **SMALL BUSINESS ADVISORY BOARD ANNUAL COMMUNITY OUTREACH MEETING**

Keynote Speaker Mayor Jerry Sanders  
 Let your voice be HEARD

Tell City Representatives About Concerns & Challenges  
 Impacting Your Small Business

**WEDNESDAY FEB. 22, 2006**  
**8:30 A.M.—10:00 A.M.**

**RECITAL HALL—BALBOA PARK**  
 2130 Pan American Plaza (Presidents Way off Park Blvd)



## **North Park Telephone Resources**



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

# Events, Improvements, Changes



## North Park Spotlight

Struggling to think of the perfect Valentine's gift for that special someone? That certain someone who's always there to listen to your worries and give you that much needed lick on the face. Well, look no further than North Park's own **The Original Paw Pleasers!** Located at 2525 University Avenue, The Original Paw Pleasers is featuring delicious Valentine's confections such as heart-shaped peanut butter mousse cakes baked fresh just for your precious pooch.

You say Fido isn't a fan of peanut butter? Well how about a box of white dogolate truffles? The Original Paw Pleasers features a full line of freshly baked treats made from wholesome ingredients like dried sweet potatoes, cranberries and carob. Owner Lori Shirazi moved The Original Paw Pleasers to its new location just over a year ago and says that she's here to stay. But don't think that kitties are left out of the loop! There's also Itty-Bitty-Kitty treats available in flavors like chicken, calamari or fish!

The Original Paw Pleasers provides a full array of services such as pet sitting, obedience training and gentle teeth cleaning. Having been in business for over fourteen years, The Original Paw Pleasers also knows the importance of being active in the community. On February 23, they will be participating in "Paws for Pints", an annual Blood Drive where donors are encouraged to bring the leashed dogs for a freshly baked treat. Additionally, February 23 is also Dog Biscuit Appreciation Day! To celebrate The Original Paw Pleasers will be accepting donations of unopened bags or cans of dog or cat food. The contributed dog and cat food will then be donated to local animal charities. In return, donors will receive a fresh baked treat for their pet.

**The Original Paw Pleasers**  
2525 University Avenue  
San Diego, CA 92104  
(619)293-PAWS  
www.pawpleasers.com

## Oh, for the Beauty of Trees

By: Jeannie Tidy

Thanks to the BID Council North Park recently received some lovely new street trees. It got me to thinking about what do trees really do for a neighborhood or city? I wanted to share with you some astounding facts about trees.

- Trees remove pollutants from the atmosphere and help to freshen and cool the air we breathe.
- A fully grown sycamore can transform 26 pounds of carbon dioxide into life giving oxygen every year.
- Trees absorb excess water reducing runoff, preventing flooding and filter toxins from the environment.

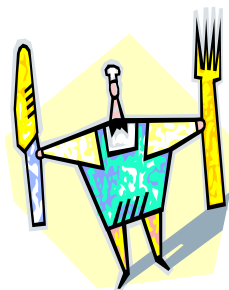


- One acre of trees produces oxygen for 18 people everyday. One acre of trees absorbs enough carbon dioxide per year to match that emitted by driving a car 26,000 miles.
- Urban neighborhoods with mature trees can be up to 11 degrees cooler in summer heat than neighborhoods without trees.
- A single large tree can release up to 400 gallons of water into the atmosphere each day.
- Trees improve our aesthetic environment, absorb noise, are traffic calming, reduce stress and crime, and create a peaceful place to relax or socialize. Trees increase property values by 20%.

Studies have proven for every dollar spent on maintaining trees, the public receives three dollars worth of benefits. We the public receive the most benefit from the preservation of larger mature trees and the planting of new ones. By preserving and protecting mature trees on private property, public property, planting new trees on our streets and in our parks, we will continue to help renew and enhance San Diego's urban forest for future generations. So water and love our new trees and appreciate all their hard work and beauty on our behalf.

*"Trees outstrip most people in the extent and depth of their work for the public good".*

~Sara Ebenreck



**APERTIVO**  
3926 30th Street  
(619) 297-7799

### **The Underground Gourmet**

Being an underground gourmet has many benefits. One has been visiting Apertivo. It is an experience not to be missed! All the dishes served were freshly made and very inventive. There was a wide selection of both wines and food. It is a great place to try new wines as they are served by the glass, as well as by the bottle. The wait staff were well informed and friendly. This is a fantastic spot to go with a group to try new dishes as you can share them around the table. The décor is uplifting and atmosphere unique.

Dark on Monday, open from 5:00 p.m. – 12:00 p.m.

# 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