

NORTH PARK MAIN STREET'S

RESOURCE



GUIDE

An info packet designed to help North Park businesses identify the services available to them as well as to prepare them for any upcoming changes in the community.



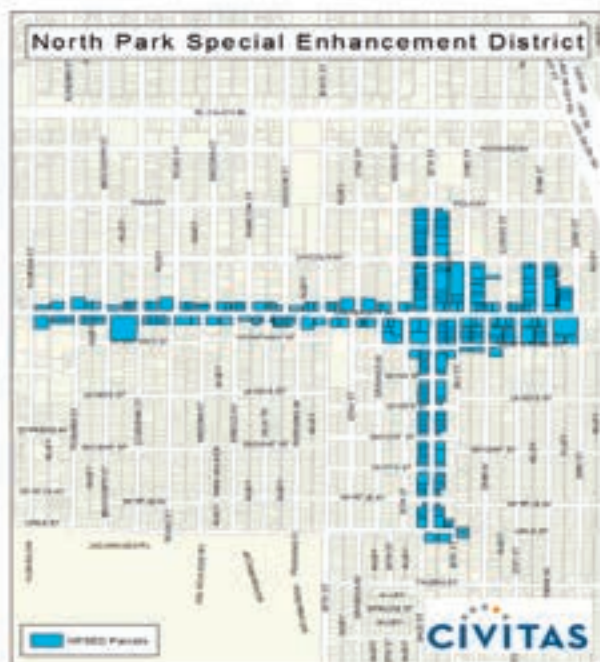
About North Park Main Street

Overview

North Park Main Street (NPMS) is a 501(c)(6) non-profit organization that administers the North Park Business Improvement District (BID) and Special Enhancement District (SED). NPMS provides special benefits, improvements, and enhanced services.

Mission

To promote development that supports arts, culture, and entertainment, while creating a pedestrian-friendly destination for shopping, dining, and entertainment that preserves the historical integrity of North Park.



Meet The Team



Mark West - Executive Director
mark@northparkmainstreet.com
619 307 9247



Will Baker - Assistant Director
manager@northparkmainstreet.com
619 294 2501



Freddie Carruthers - Maintenance Manager
maintenance@northparkmainstreet.com
619 866 2188



Jason Noble - Farmers Market Manager
market@northparkmainstreet.com



Jenn Coleman - Marketing & Events Manager
jcoleman@northparkmainstreet.com

Maintenance Team

Sergio Carranza
Kyle Goodman
Michael Kelker

Joe Franklin
Lorraine Guzman



Get Involved!

Meetings

All NPMS meetings are free and open to the public. We strongly encourage the business community to attend meetings that align with their interests. The more engaged the district, the more we will be able to accomplish! Meetings are held in person and online.

Board of Directors Meeting

Events Committee Meeting

Beautification Committee Meeting

Transportation Committee Meeting

Use this QR code to access our updated list of meetings and agendas



Interested in joining the Board of Directors or leading a Committee? Contact us at info@northparkmainstreet.com

NPMS Services

The North Park Special Enhancement District (NPSED) and Business Improvement District (BID) provide enhanced services beyond the City's baseline level of service. Here is a break down of some of the services provided:

Sanitation

- Street, sidewalk, curb, and gutter cleaning
- Graffiti removal
- Emptying of trash receptacles and trash improvement activities
- Enhanced litter collection, including the dumping of large tangible items in the public right of way

Safety Programs

- Homeless outreach and engagement

Economic Development

- Banner programs
- Wayfinding Signage
- Holiday Decorations
- Special Events
- Promotion strategy for North Park
- Liaison between developmental services & businesses

Landscaping & Beautification

- Tree maintenance
- Median Maintenance
- Murals

Hazard Reporting to the City

Public Right of Way Permitting

- Administer annual permits for A-Frame signs, Outdoor Display Cases, and Outdoor Dining for businesses that use the public sidewalk for business purposes
- For more info, or to apply, visit:
<https://northparkmainstreet.com/public-right-of-way/>

Utilizing NPMS Services

NPMS provides a variety of services for business & property owners in our district. Maintenance and sanitation services are our most frequent and requested services. Our service plan outlines when and where maintenance activities take place.

If you need assistance outside of the normal maintenance schedule (large debris, homeless outreach, pressure washing), you can contact us to get help as soon as possible.



Here are the ways you can get in touch with our maintenance team:



619 866 2188



maintenance@northparkmainstreet.com

NPMS Maintenance App

We are excited to rollout the North Park Main Street Maintenance App. Similar to 'Get It Done' this app will allow the community to snap a picture of problems and submit it to our team. You will receive updates on your request and be able to track completion.

Use the QR codes below to download the app:



Mid City Homeless Outreach Program

In order to improve the quality of life of the unsheltered in our community, North Park Main Street and its partners, the City Heights Business Association, City Heights CDC, and Price Philanthropies established a homeless outreach program in North Park and City Heights. This program connects homeless persons to housing, services, and other supports.

People Assisting The Homeless (PATH) administer the program and it has been effective in finding long-term housing solutions. The success of this program is evidenced not only by the number of individuals who have been housed or connected to services but also by the replication of this model which is now implemented throughout the City of San Diego.



Outreach Data from 2022

	Quarter 1		Quarter 2		Quarter 3		Quarter 4		YTD		Total
	North Park	City Heights	North Park	City Heights	North Park	City Heights	North Park	City Heights	North Park	City Heights	
Individuals Served per Quarter	29	20	22	28	27	31	29	25	86	106	192

Healing Outcomes											
	Quarter 1		Quarter 2		Quarter 3		Quarter 4		YTD		Total
	North Park	City Heights	North Park	City Heights	North Park	City Heights	North Park	City Heights	North Park	City Heights	
Temporary	2	0	1	0	2	3	1	1	6	4	10
Permanent	5	1	5	5	1	0	0	0	11	24	35
Total Positive Outcomes	7	1	7	5	3	3	1	1	17	28	45

NPMS Events

Part of NPMS's mission is to drive awareness and recognition of North Park as a destination neighborhood. We work to accomplish this by establishing sustainable community events that highlight the character of North Park. Our main special events include:



May 27, 28 & 29 - Festival featuring live entertainment, local artists, vendors, and more for people of all ages to enjoy.



October - An opportunity for culinary enthusiasts to take a self-guided tour throughout North Park and sample food and drinks from the community's restaurants and breweries.



November - Shop Local promotes shopping small during the holiday season. Live art, super deals, and more attract crowds to North Park's eclectic shopping & dining scene.



December - North Park's inclusive holiday celebration for our community. Come enjoy various activities, vendors, and entertainment for the whole family!

NPMS holds additional events like Ribbon Cutting Ceremonies, Sunday Funday, and Diversity Celebrations. Visit our website to stay up to date!



EVERY THURSDAY FROM 3 PM TO 7 PM
North Park Way & 30th Street

The North Park Thursday Market has everything from farm fresh fruits and vegetables, eggs, cheese, fresh fish, dips & sauces, yogurts, baked goods, bread, fresh flowers, hot foods, local crafts, and everything you need to stock a healthy home. It's similar to what you would find in your local grocery store but you are supporting local businesses and your community.

Where to park?

The market is easily accessible by bike, walking, or public transit. If you are driving, we recommend the North Park Parking Garage. The garage is located right next to the market. Rates: \$1/hr and \$5/max per day

Want a table at the market?

Apply to join the market by filling out our application. Vendors, Crafters, Community Groups, all are welcome!

Use the QR Code to the right or visit:
<https://northparkmainstreet.com/thursday-market/>



Questions? email market@northparkmainstreet.com

City of San Diego's Services & Programs

Baseline Services

- Maintenance of Street Safety
- Street Sweeping
- Storm Drains
- Tree Maintenance
- Graffiti Control
- Refuse Collection
- Street Litter Receptacles
- Sidewalk Maintenance
- Public Parks
- Illegally Dumped Objects

Services for Businesses

One-On-One Business Assistance

Contact the Economic Development Department to discuss forming a business, how to get a business tax certificate, how/where to get permits, and programs offered by the department

Storefront Improvement Program (SIP)

The City of San Diego will match up to \$8k in contributions to revitalize building facades to enhance the curb appeal of small businesses fronting the public right of way. Interested businesses can submit an application online.

Spaces as Places

Spaces as Places is the City's comprehensive program to allow permanent outdoor dining and other community gathering spaces within areas of the public right of way. The new **Outdoor Business Grant** provides up to \$20,000 for eligible businesses

Get It Done

San Diego is a notification city. The City relies on citizens to report the issues they are seeing so that they can be fixed. It is highly recommended to download and utilize San Diego's reporting app 'Get It Done' visit sandiego.gov/get-it-done to learn more or download on the app store

Contact Us

(619) 236-6700

sdbusiness@saniego.gov



City of San Diego - Composting

✓ YES, PUT THESE IN	
✓ Fruits and Vegetables	
✓ Bread, Pastries, Tortillas, Rice and Beans	
✓ Eggs and Dairy Products	
✓ Leftover Food	
✓ Coffee Grounds and Paper Filters	
✓ Paper Towels and Napkins	
✓ Food-Soiled Paper Bags	
✓ Leaves, Grass, Yard Trimmings and Untreated Wood	
✗ NO, LEAVE THESE OUT	
✗ Glass and Metals	
✗ Plastic Bags and Plastic Containers	
✗ Any "Compostable" or "Biodegradable" Plastic Products	
✗ Dishes, Containers and Utensils	
✗ Fats, Oils and Grease	
✗ Dirt and Rocks	

Helpful Tips

KEEP YOUR BIN AS DRY AS POSSIBLE

- Line the bottom of the green bin with napkins, newspaper, or plant trimmings to absorb excess moisture
- Drain excess liquids from food scraps before dumping them in the green bin
- Wrap leftover food in a newspaper, a paper bag, or other food-soiled paper products

REDUCE POTENTIAL ODORS

- Delay adding dairy products to the green bin until collection day, freeze or refrigerate until pick up day
- Wash the green bin regularly
- Sprinkle baking soda in the bin.

For a comprehensive guide, scan this QR code:





University Avenue Mobility Project (UAMP)

The City of San Diego is modifying the roadway segment of University Avenue between Florida Street and Boundary Street/I-805 to improve safety and mobility along the University Avenue corridor for pedestrians, bicyclists, transit and automobile traffic. Estimated completion in early 2023.

Project Overview

- Roadway Improvements, such as traffic signals, raised medians, turn pockets, and paving and re-striping of University Avenue.
- Transit Improvements, such as transit-only lanes and consolidating transit stops.
- Pedestrian Improvements, such as enhanced pedestrian crossings and curb ramps.

Project Updates

To receive email updates on the project, please visit the City's Capital Improvement Program website. You can do so using the QR code to the right.





SAN DIEGO REGIONAL
**GREEN
BUSINESS
NETWORK**



BECOME A **CERTIFIED GREEN BUSINESS**

What Makes A Green Business?



Reduced Water Use

Low flow toilets & auto-off faucets



Conserve Energy

Upgrade lighting & equipment to save energy



Commute Sustainably

Promote/ incentivize alt. transportation for employees



Prevent Pollution

Eliminate &/or dispose of harmful chemicals



Use Non-toxic Cleaners

Use safer, environmentally preferable cleaning chemicals



Avoid Waste

Eliminate unnecessary printing, packaging & purchasing



Recycle Materials

Reuse, recycle & compost to divert waste from landfills



Hire Local Vendors

Working locally means less vehicle use

BECOME AN INNOVATOR

Become an innovator. Join a network of over 4,000 prominent and highly respected businesses in your community and across California.

GET NOTICED

Your business will appear in the expansive Green Business directory that will be seen by local consumers looking for your products and services. The certification includes free marketing and promotional support that will get you noticed.

GET SUPPORT

Certification includes on-site green technical assistance. Receive recognition as an environmental leader by customers through this State-wide program.

JOIN US TODAY

Be part of a growing business community that is conserving California's valuable resources and protecting the environment.



FOR MORE INFO:

[HTTPS://WWW.SD-GBC.ORG/GREEN_BUSINESS](https://www.sd-gbc.org/green_business)



CONTACT US AT:

GREENBIZ@SD-GBC.ORG





Sustainable Transportation Services



In the San Diego region, 41% of greenhouse gas emissions come from passenger cars and trucks, and 79% of commuters drive alone. The SANDAG Sustainable Transportation Services program helps reduce these impacts on air pollution and congestion by making it easier for people to carpool, bike, walk, take transit, and share the ride.

SANDAG provides several resources so it's easy to find alternatives to driving alone that fits your lifestyle. We also offer incentives, subsidies, and educational programs so you can choose the ride that works for you:

Employer Program

Customized employer assistance in creating a commuter incentive program

Vanpool Program

Up to \$500/month to offset a vanpool vehicle rental

Bike Education Program icommutesd.org

Free bike safety classes for kids and adults

Bike Parking Program

Secure bike parking available by reservation

Guaranteed Ride Home Program

Three free emergency rides home a year





Employee Commuter Survey

North Park Main Street is partnering with SANDAG to understand current employee commute and telework patterns and focus future commuter-oriented educational sessions.

Please take 5 minutes to complete this quick survey about your current commute and future preferences.

- Scan the QR code to complete or go to: www.surveymonkey.com/r/5MDSHPZ
- The deadline is February 21st, 2023
- By completing this survey, you will be entered for a chance to win a \$25 visa card



Your responses will be kept confidential. We value your feedback and thank you for your time!

SANDAG

NORTH PARK MAIN STREET



2948 University Ave 2nd Floor
San Diego, CA, 92104



www.northparkmainstreet.com



info@northparkmainstreet.com



619 - 294 - 2501



[/northparkmainstreet/](https://www.instagram.com/northparkmainstreet/)



[/NorthParkMainStreet/](https://www.facebook.com/NorthParkMainStreet/)



[/north-park-main-street/](https://www.linkedin.com/company/north-park-main-street/)