



THE NORTH PARK WAY

Spring 2005

www.northparkmainstreet.com

North Park Spring Festival Celebrates its Ninth Year

May 2005 As May approaches so too does the North Park Spring Festival. Celebrate the ninth year of North Park's annual street fair on Sunday, May 15 from 10:00 a.m. to 6:00 p.m. Arts, culture, and entertainment for children of all ages will fill University Avenue from 30th to 32nd streets with arts and crafts, food, music, entertainers and people.



The Spring Festival attracts over 40,000 people to the neighborhood. Five stages of entertainment feature everything from local rock bands to children's and professional dance troupes to Chinese Opera. The interactive arts area on Ray Street showcases artists demonstrating their craft. In addition, the Spring Festival includes over 120 vendor booths.

As with every year of the Spring Festival, this one will be even better than the last!

Returning to the Spring Festival this year is the Sycuan Dance Stage, sponsored by Sycuan Resort & Casino, and the World Music Stage. The Sycuan Dance

Stage will feature the best of San Diego's dance companies ranging from professional dance ensembles to dance schools. The Dance Stage is organized by Kathryn Irely of Stage 7 School of Dance. The World Music Stage this year includes mariachi music, Brazilian samba, and a Balinese gamelan.

New stages this year are the Music in the Park Stage and the Youth Stage. Music in the Park is organized by North Park's local music stores: the Windsmith, Page Drums, and Acoustic Expressions. The Youth Stage is focused on children's performance groups and getting youth involved in the arts. The stage will include a musical petting zoo where children can learn about different musical instruments.

Throughout the nine year history of the North Park Spring Festival the event has grown from a small block party to an awesome extravaganza spanning the eastern half of the business district.

The Spring Festival is organized by a group of dedicated volunteers who spend all year planning. For the last three years this committee of community members has been led by Daniel Bess. Through his leadership, the event has moved more towards the arts, culture, and entertainment focus of downtown North Park.

Exciting volunteer positions are still available, and vendor spaces are still available. For more information about the Spring Festival, or for a vendor application, please visit our website: www.northparkmainstreet.com. Or you may also send an e-mail to npbid@northparkmainstreet.com, or call (619) 294-2501.

Thursday Night Market Moves to New Location

Market Enters its Fourth Year

March 2005 As the North Park Thursday Night Market begins its fourth year, North Park celebrates its new location at Granada and University avenues. Over the last four years the weekly farmers market has provided the neighborhood with a place to purchase fresh fruits, vegetables, flowers, and foods for the weekend. In addition the market is a place to meet your neighbors and get the latest news on what is happening in North Park.

The Thursday Night Market moved one block westward to Granada Avenue due to construction of the North Park Parking Garage. The new location has even more visibility and is directly accessible from University Avenue. For those attending the Thursday Night Market, parking is free behind the North Park Theatre.

Shopping at the Thursday Night Market emphasizes our strong ties to the land and to our neighbors; restores pride in our homegrown products and our work; and helps our economy and our Californian way of life.

Don't forget to attend the First Thursday Giveaway every first Thursday of the month at 6:00 p.m. You can win food, flowers, T-shirts, theater tickets, gift certificates, Thursday Night Market canvas bags, and prizes from North Park businesses.

Want the latest information?

Visit www.northparkmainstreet.com for the newest information on events, developments, and what's going on in downtown North Park.

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News Clips

North Park Business News

New and Old Businesses Open and Expand

Chester's Opens Second Location

Chester's Furniture has expanded from its space at 30th and University to a second space on 32nd Street just south of University Avenue. This location will be used to sell additional furniture.

Off the Record is Moving to North Park

Off the Record has been an independent music store on Fifth Avenue in Hillcrest. They will be open at night and are a good retail mix with the arts, culture, and entertainment niche of North Park.

Off the Record features contemporary and classical music which will be compatible with the North Park Theatre and the various arts, culture, and entertainment venues developing in North Park. They will open June 1.

La Creperie

In a move from the Thursday Night Market to a storefront, the Tunisian crepe makers will set-up a space here in North Park near North Park Way and 30th Street. They will continue to operate in the farmers markets in the region as well.

The Art & Entertainment Center

After a year of preparation, the Art & Entertainment Center has opened its doors in the former location of Maxine's Dress Shop on University Avenue between 30th Street and Ohio Street. Troy Washington, the developer of the business, has created a gallery space in front with a large performance space in the rear.

Gerardo's Sold to New Owners

Brett Doogan has sold Gerardo's to Teresa Kaigler who owns a small Mexican restaurant on Adams Avenue in Normal Heights.

Zagrodnik+Thomas Moves to North Park

Zagrodnik+Thomas architectural firm has bought the former home of the North Park Community Service Center at 3056 30th Street.

Overload Skateboards Expands

Overload Skateboard shop has taken over another skateboard retail location in Clairemont. The new location is named Overload Clairemont to distinguish it from the North Park location

UrbanBody Gym Named North Park Main Street's Business of the Year

March 2005 It's that time of year again to recognize the outstanding business in North Park. Last year, San Diego Art Department was elected North Park Business of the Year. This year's winner is UrbanBody Gym. Congratulations to gym owners Robin and Frank Kole!

UrbanBody Gym received more votes than all other businesses combined. Other businesses nominated were Lumberjack Grille and Stern's Gym.

UrbanBody Gym will now compete against 17 other businesses from the 17 other Business Improvement Districts (BIDs) to become the 2005 BID Business of the Year. At an awards banquet on May 19, 2005, all 18 of the individual BID Business of the Year awardees will be recognized and the overall winner will be called up to the stage to receive an award for BID Business of the Year.

Best of luck to UrbanBody Gym!

North Park Street Signs Coming Soon

April 2005 Downtown North Park's sense of place and identity continues to evolve through two successful grants written by North Park Main Street for street signs in the shape of the North Park Sign. These grants were administered through Councilmember Toni Atkins' office. The grants total \$60,000. They will develop 42 signs in the shape of the North Park Sign.

These signs will be located all throughout downtown North Park. The new signs will replace the current signs found at all the traffic signals along University Avenue, Lincoln Avenue, and North Park Way in North Park. The new street signs will help identify downtown North Park as a destination.

The North Park Sign has become the unofficial logo for the North Park neighborhood. The shape is found on signs, on logos, on T-shirts, and on letterheads.

Development Updates

Renovation of North Park Theatre Continues *Construction Begins on Parking Garage*

April 2005 The North Park Theatre continues to move closer to its reopening as downtown North Park's new live performance center. For the past several months construction has been occurring inside and outside the Theatre, transforming it into a state-of-the-art performance facility. In the last month construction has begun on the North Park Parking Garage.

The new parking garage will be built at the corner of North Park Way and 30th Street. This was the location of the parking lot next to Union Bank of California. This new parking garage will serve the entire downtown North Park area and will be part of North Park's vision of smart growth.

The parking garage will include ground-level retail and large panels designed for public art display. The parking garage, along with the North Park Theatre, are both projects that proclaim the community's commitment to arts, culture, and entertainment.

The North Park Theatre is one of many projects that are part of downtown North Park's revitalization. The Theatre will open its doors again in October 2005 when Lyric Opera San Diego begins its 2005-2006 season with Gilbert and Sullivan's *The Mikado*. Also being produced that season is *The King and I* and Rossini's *Cinderella*.

For more information about the North Park Theatre and its upcoming season call Lyric Opera San Diego at (619) 239-8836. For information about the parking garage call Tom Romstad at (619) 533-5284.



Rendering of the North Park Parking Garage

Walgreens Project Moves into Next Stage *Developer Announces Two National Tenants*

April 2005 KZ Holdings LLC, an Irvine based developer, is proceeding with the first nationally anchored retail project to be developed in the North Park business district in over 20 years.

The project, which includes a 105-car parking structure, a Walgreens drug store, a Starbucks coffee shop and a gateway art component, will front University Avenue between 32nd Street and Bancroft.

This project has been in development for over two years and the parking structure is expected to be completed by June. Construction on the new Walgreens building is scheduled to begin in June. Construction is estimated

to continue through the end of 2005 and Walgreens is hoping to open in the first quarter of 2006.

This project will also include a gateway art component. A major feature of this will be a large torch that will serve as a welcome to North Park for people entering North Park's downtown from the east. The gateway will be fashioned in the style of the North Park Sign to add integrity to North Park's sense of place.

In addition to two national tenants, arts inclusion, and new development, this project will include infrastructure improvements such as new sidewalks and the repaving of an alleyway.

For more information about this project visit www.northparkmainstreet.com. Several high quality renderings and images have been posted there online. Or send an e-mail to npbid@northparkmainstreet.com.

La Boheme Sales Office *Opens in North Park*

Construction Begins on Multi-Million Dollar Development Project

February 2005 "Studio North Park," D.R. Horton's La Boheme sales office, opened on Saturday, February 19. The office is located at 2860 University Avenue, just east of the Utah and University intersection. All the latest technological resources are showcased in this cutting-edge sales gallery. You can take a virtual tour of the La Boheme condominium homes with a 3-dimensional vision that transcends traditional floorplans and photos.

A scaled model of La Boheme is there as well. The model gives an excellent sense of scale and how the project will fit into the neighborhood. A flyer about North Park by D.R. Horton markets Ray at Night and the North Park Main Street program. North Park is beginning to be seen as an evolving neighborhood in common with Little Italy and Hillcrest.

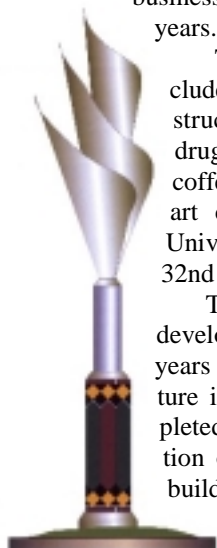
At the project site construction has begun with the demolition of the old Rite Aid building and Weber's Bakery building. Over an estimated 21 months of construction the site will be transformed from its former condition into a thriving project of market-rate and affordable homes, lofts, and ground-level retail and storefronts.

This exciting project is part of a holistic plan of revitalization in North Park that includes new development, preservation of our historic resources, and a commitment to nurturing the growing arts, culture, and entertainment atmosphere of the community.

More information can be found about La Boheme by visiting their sales office or calling (619) 491-9371. In addition, visit www.studionorthpark.com, the official website of La Boheme, for new information.

Looking for Development Information?

You'll find what you need at
www.northparkmainstreet.com



Rendering of the "North Park Torch"

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 Friday	9:00 a.m.	3076 University Ave.
Spring Festival	2nd Monday and 4th Monday until 5/15/05	6:30 p.m.	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
San Diego, CA 92104

Postage
Required