

The North Park Way

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



June 2006

www.northparkmainstreet.com

NORTH PARK FESTIVAL OF THE ARTS

Thousands fill the streets in event's tenth year

May 2006 – The tenth annual North Park Festival of the Arts on May 21 was a wonderful success this year. The unique blend of arts, culture, and entertainment created an event highlighting North Park's diversity and dedication to the arts.

This year the Festival included a juried arts area and prizes for Best in Show, and first place in each category. This year's Best in Show was Jenny Lynne, and prizes were also awarded to Stephanie Lovi, Ricardo Vela, and Julie Gealer.



Entertainment this year was as dynamic as ever, featuring dance, world music, and local musical groups. Included again this year was the World Music Stage (sponsored by Radio Latina) and Music in the Park (organized by North Park's music shops—Page Drums, Acoustic Expressions, and The Windsmith).

As always the Dance Stage was the most successful stage of the day. This is due in no small part to the hard work of stage coordinator Kathryn Irely. She worked all year long to develop the stage and created a truly unique attraction that is unrivaled anywhere in San Diego County.

Art was ever present throughout the event. Ray Street was abuzz with activity, where artists and craftspeople demonstrated their wares. This year the street was filled with clay from the

Mudfest, an annual ceramics event coordinated by the Clay Artists of San Diego.

North Park Main Street would like to thank its sponsors and media partners: the North Park News, La Boheme Condominiums/D.R. Horton, San Diego CityBeat, Radio Latina, Soft Rock KyXy 96.5, the San Diego Union-Tribune, and Penny Saver.

In addition to our sponsors and media partners the Festival of the Arts would never be possible without the support of the community. This year the Festival experienced greater community support than ever. For the first year ever the beer garden was coordinated by local business Dino's Nite Club & Lounge.

The North Park Festival of the Arts is organized by North Park Main Street's Festival Committee. This dedicated group of volunteers works throughout the year to coordinate the many aspects of the event. The Committee is chaired by Daniel Bess, who for the last four years has led the Committee to producing one successful event after another.

Next year's Festival is scheduled for May 20, 2007. For more information call 619-294-2501.



North Park Parking Garage Open

Merchant Validation Program in Effect

The North Park Parking Garage and Five Star Parking are now offering a great service to North Park visitors! Merchant Validation is now available! Merchants can now purchase coupons in advance to provide customers with a convenient parking option. Coupons can be bought in any amount.

The North Park Parking Garage is both convenient and cheap! Take advantage of this wonderful option and continue in making North Park a great place to live work and play!



SOMETHING YOU'D LIKE TO INCLUDE?

If there's something you'd like to see in our monthly newsletter, please let us know! North Park Main Street would like to invite you to contribute to our newsletter by providing articles, information, or announcements.

Please contact the North Park Main Street office at (619)294-2501 or at npbid@northparkmainstreet.com

The North Park Way is distributed monthly to over 800 community and business owners. It is also available online at www.northparkmainstreet.com

North Park Main Street

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Downtown News

New North Park Businesses

State Farm North Park: David Muscatt

State Farm North Park has now opened its doors! They are a new insurance office located at 2856 University Avenue in the North Park business district looking to provide the best possible coverage and rates around. They offer auto, business, life, home and health coverage as well as workers compensation plans and various other financial services. Visit their office and see David Muscatt and his staff. Hours are Monday through Friday 9:00 a.m. to 5:00 p.m. and Saturday from 10:00 a.m. to 1:00 p.m.

MESH

Located at 2980 North Park Way in the North Park Parking Garage, **Mesh** will offer a variety of casual urban apparel as well as an assortment of unique gifts, accessories, and artwork. Mesh is owned and operated by North Park resident Michael Delgado. Mesh will be one of many North Park businesses that displays art by local artists. The first artist featured in Mesh's monthly rotation of artists will be North Park resident Long Le, whose work has just been featured in the June issue of URB and the July issue of Revolt magazine. Mesh plans on opening its doors in early August.

Come by and check out the unique product mix and make Mesh your favorite place to shop for yourself and for great gifts. For more information e-mail mkdeldgado@gmail.com.

Dino's Nite Club & Lounge

Come visit North Park's newest club: **Dino's Nite Club & Lounge**. Dino's is located at 3829 30th street across from Union Bank at 30th and University.

Dino's is open Tuesday – Saturday from 5:00 p.m. to close and has Happy Hour specials every night from 5:00 p.m. – 9:00 p.m. with great drink specials. Dino's also features nightly entertainment.

Friday, June 16 is Dino's Grand Opening! Grand opening specials include all night Happy Hour on Fridays and \$2 Wells from 9:00 p.m. – Midnight all other nights.

Come check out Dino's, meet new friends, relax on the comfortable white leather sofas, or dance the night away. To find out more, visit www.myspace.com/dinosclub or call 619-291-DINO (3466).

Summer Concerts at Bird Park Return

The North Park Community Association has a terrific lineup for this year's summer concert series. These **free** concerts are held throughout the summer on selected Saturdays from 5:30 pm to 7:30 pm at Bird Park (near 28th Street and Upas Street). Bring your picnic, blanket, and lawn chair for these family events. Remember that alcohol and glass containers are prohibited, and all dogs must be on a leash.

The concerts start on July 1 and continue throughout the summer with the following schedule:

- July 1 Jack Tempchin
- July 15 Jangada
- July 29 Bolga Zohdoomah
- August 5 Working Cowboy Band
- August 19 Big Rig Deluxe

This is the fifth year that the North Park Community Association has organized these concerts. For more information visit www.npcasummerconcerts.org.

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
Graffiti Control Hotline.....	619-525-8522
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
Traffic Signal Out	619-527-7500
Tree Maintenance	619-527-5465

Neighborhood Buzz

ONCE UPON A TIME IN NORTH PARK

PALISADE GARDENS
BY KARON COVINGTON

For forty years, the large flashy neon sign on the Palisade Gardens stopped traffic at the corner of University and Utah when people spotted it for the first time. The roller skating girl was truly a North Park landmark, but people from everywhere in San Diego knew the location of the roller rink. It was commonly used as a directional point, so you might have said to a friend, "Go west on University to the roller rink and turn right at the next corner." To this day, when someone is coming to my house for the first time, I frequently say, "Do you remember where the roller rink used to be?" It is surprising to me how many people say, "yes."

Leonard Vlotoff, who built the rink in 1945, said that President Harry Truman had just lifted the World War II building controls when construction began. Before the project was complete, the price of materials had skyrocketed, and the cost had escalated from \$52,000 to \$100,000.

The goal when the rink opened was to make \$10,000 a year apiece, but when it became apparent that the partners would not make that kind of money, they diversified by investing in other businesses. When the rink opened in 1946, it cost only 75 cents for an evening of skating. Day skating cost 35 cents, and those were the highest prices in town. The weekend \$1.00 special, good on Saturday and Sunday, included the admission, the skate rental, a soda and a bus ride from an outlying neighborhood to the rink and a ride back.

The rink closed in 1985 with an event called, "The Last Great Skate." This nostalgic event received widespread media coverage.

Vlotoff said the real blow to the rink was the insurance crisis. During the first 15 years of business the rink never had liability insurance. In the end, the cost to insure became larger than the rink's income. The property was sold for almost nine times as much as the total cost of construction. The 21,000 square foot site was torn down and replaced by a mixed-use project with store fronts on the ground floor and apartments above. One of Mr. Vlotoff's hopes was that the original neon sign would somehow become a part of the new structure. The architect for the new project expressed interest in the neon, but said he did not know its whereabouts. Does anyone know what happened to this North Park Landmark?

Flexcar and Carsharing Now Available in North Park!

You might have noticed that a huge amount of urban space is devoted to accommodating cars, most of which are parked. In fact, over 50 percent of all of America's urban land is consumed by cars that are parked over 90 percent of the time. The question is, is there a better way to utilize these resources that otherwise sit empty and unused? The answer is to enable residents and businesses within the community to share vehicles. That's exactly what Flexcar and carsharing does.

So, how does Flexcar and carsharing work? Carsharing is fundamentally a simple concept: Vehicles are placed at various locations throughout the neighborhood, and members can reserve a vehicle for a half hour or longer by going online or using their phone. When a member is done using the car they have checked out, it is returned to its spot so that it is available for the next user.

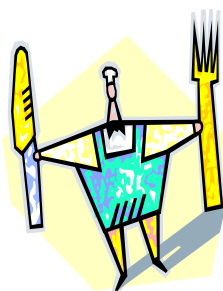
Rather than having the upfront costs of car ownership, members only pay when they actually drive. Then, they are simply billed for the number of hours they use the service with gasoline, insurance, unlimited miles, maintenance, cleaning



and other costs bundled into the low rate of \$8 to \$10 per hour. And because all of the costs of driving are included in the hourly rate, members can easily compare the cost of using a vehicle with other forms of transportation such as public transit, biking or walking to determine if they truly need a vehicle for the trip at hand. For those who need a car for more than an hour or two, daily rates are competitive with rental agencies but with no hidden costs.

In San Diego, Flexcar has 35 different locations including 2 in North Park and offers a variety of vehicle types including hybrids, minivans, SUVs and pickups. Members in San Diego can access Flexcar's fleets in other cities including Los Angeles, San Francisco, Seattle, Portland and Washington D.C.

If you'd like to learn more about Flexcar, visit www.flexcar.com.



Lefty's Chicago Pizzeria
3448 30th St
San Diego, 92104
(619) 295-1720

The Underground Gourmet

Lefty's Chicago Pizzeria is quite possibly the best pizza this side of the Windy City. Thin crust, deep dish or stuffed, the crusts feature cornmeal in the dough for added flavor and authenticity. Toppings and ingredients are of the finest quality and no, you won't find pineapple listed as a topping. Lefty's seeks to bring you authentic Chicago-style pizza. But that's not all! Their menu also features Chicago-style dogs served on a poppy seed bun, salads, pastas and slow roasted Italian beef sandwiches. End your meal with a Chocolate-Cappuccino Mousse or a Raspberry - White Chocolate Cheese Cake. You won't be disappointed! **Tues-Sat 12-10pm; Sun 12-9 & closed Mon**

How to Get Involved

COMMITTEE	DAY	TIME	PLACE AND ADDRESS
Design	1st Tuesday	5:30 p.m.	North Park Main Street
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