



DEL MAR™
VILLAGE ASSOCIATION

MAINSTREET UPDATE

NUMBER 7

MAY/JUNE 2007

AN EXCITING YEAR FOR DESIGN IN DEL MAR

by Nancy Johnson Sanquist/DMVA Design Committee Chair

*There is Always
Something Going
on in Del Mar!*

THE DESIGN COMMITTEE is now in high gear with the funding of its ambitious project schedule for 2007-2008, thanks to the support of the City of Del Mar, business owners, residents and the amazing DMVA PROMOTIONS COMMITTEE which has raised money from events throughout the year and will continue to do so in the coming months. The seven sub-committees of the Design Committee are busily producing the following work:

- Replacement of battered newspaper kiosks.
- Support for the creation of a new fountain for the east side of Camino del Mar.
- A colorful banner program for Camino del Mar highlighting "There is always something going on in Del Mar" as it advertises 10 non-profit organizations' events from now until the end of November.



- Completion of the DEL MAR VILLAGE MAIN STREET IMPROVEMENT PROGRAM which will assist us to maintain and strengthen the sense of community of the Village by combining lively and appropriate architectural improvements with streetscape enhancements. We received monies for this program last year, but diverted them to the economically important Kennedy Smith implementation plan. We have completed the first phase of the guidelines and will complete the program with staff assistance and city funding for matching grants for businesses who want to improve their buildings and streetscapes.

- Another project associated with the IMPROVEMENT PROGRAM is the creation of a 3D rendering of one block on Camino del Mar which demonstrates what these suggested improvements can ideally look like for one block of the commercial district. We will work on this with the author of the guidelines, the HERITAGE ARCHITECTURE & PLANNING GROUP OF SAN DIEGO.
- Erecting the stone entrance signs (2) to the City.
- Developing an historic preservation plan and projects to highlight the colorful history of the village including a project to imprint the sidewalk with historic footprints of the famous who walked and danced in our streets.

We are also developing important new regulations such as the Horizontal Zoning Ordinance for the commercial district. We held a workshop for input on May 25 which was well attended by building owners and residents. We will take that feedback and make changes to the proposed ordinance to reflect the extremely thoughtful comments.

And finally, we are excited about our first public art piece which will be a work created by Michael Stutz and rented by the DMVA for one year. Educational programs will be created around Michael's work which appears all over the US and his unique sculptural processes. Susan Ivison leads a great group of volunteers who have visited Michael's studio and have seen the work in progress. Watch out for notices of the unveiling and design workshops!! I am proud to lead this incredible group of volunteers and welcome you to come to our meetings, the 2nd and 4th Fridays of the month in the City Hall Annex. ■

THE PERFECT OPPORTUNITY

by Walt Beerle, DMVA Treasurer

In 2007, the Del Mar Village Association (DMVA) has been fortunate to find many volunteers who are talented and dedicated to the betterment of the Village of Del Mar. These volunteers are residents, Del Mar business owners and commercial property owners all ready to help improve downtown Del Mar. The business community and the City of Del Mar have both donated significant funding to

PRESENTED BY THE DMVA:
Enhancing the vitality of the Village of Del Mar while preserving its history and unique character.

DMVA Newsletter Design:
www.HulaGirlDesign.com

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PHOTO: RESOLUSEAN.COM

the DMVA in order for projects to get underway downtown. Seldom has Del Mar seen its residents, downtown business owners and commercial property owners united in such a common goal. The "Perfect Opportunity" is here today in Del Mar to improve the quality of life in our downtown for generations to come. The revitalization of our Village has begun in earnest.

We are asking everyone in the Del Mar community to get involved now in the revitalization of Del Mar. To help in anyway you can with your particular expertise or just plain passion for Del Mar contact us at info@delmarmainstreet.com or 858.755.1179. ■

VIP CARDS FOR DEL MAR RESIDENTS

by Francine Williams/Director of Sales and Marketing



All Del Mar residents should have received a Del Mar Resident VIP Card for L'Auberge Del Mar Resort and Spa by mail. Del Mar VIP benefits include 10% off spa, 20% off dining at J. Taylor's Restaurant, and 20% off overnight accommodations. Every time a Del Mar VIP Card is used, L'Auberge will donate a portion of the proceeds to Del Mar Heights School and Del Mar Hills Academy of Arts and Sciences. Any Del Mar resident who did not receive the card can e-mail their name, address, and phone number to laubergesales@destinationhotels.com to be added to the 2008 VIP Card mailing list. All residents can show their Driver License (with Del Mar address) at L'Auberge Del Mar Resort and Spa anytime to receive the Del Mar VIP discounts. ■



DIRECT MAIL DESIGN: HULA GIRL DESIGN



13TH ANNUAL SUMMER SOLSTICE IN DEL MAR MOVES CLOSER TO THE SUNSET

by Mary Lou Amen/DMVA Promotions Committee Chair

DEL MAR'S ANNUAL SUMMER SOLSTICE WINE TASTING & AUCTION returns to the oceanfront on Thursday, June 21st from 6-9 pm at

Powerhouse Park. This marks the 13th year of North County's premier



tasting event combining the best local restaurants, wineries and

breweries for another memorable dining experience overlooking the ocean and setting sun. Each year, this popular event draws the locals including wine aficionados, epicureans, business and social leaders, and local dignitaries – all who come out with the common goal of having a good time and supporting the quaint and historic village of Del Mar.

According to the Del Mar Village Association Executive Director, Jennifer Grove of, "We look forward to sharing the great tastes of Del Mar as we move from the Del Mar Plaza to the oceanfront Powerhouse Park to accommodate even more partici-

pating restaurants, wineries, breweries and sponsors." The DMVA invites the community to experience delectable culinary offerings, wine & ale tastings, live music, tempting auction items and an oceanfront seat for our annual civic fundraiser.

Participating local restaurants include: Americana Café, Bully's North, Café Secret, Café Del Mar, Del Mar Brigantine, En Fuego Cantina and Grill, Epazote Oceanview Steakhouse, Harvest Ranch Market, Il Fornaio, J. Taylor's at L'Auberge Del Mar Resort and Spa, Jake's, Java Kai, Jimmy O's, Matsugawa, Osteria del Pescatore, Pacifica Del Mar, Paradise Grille, Poseidon, Sbicca's American Bistro and Stratford Court Café. Wineries and breweries include: Ballast Point Brewing, Banfi Vintners, Classic Wines including Rutherford Vintners, Napa Ridge and Forest Glenn Reserve, Ferrari-Carano Vineyards, Huneeus Vintners, Joseph Phelps Vineyards, Pizza Port Brewing Company, San Pasqual Winery and Stone Brewing Company.

The lead sponsor is the **Friends of Del Mar Parks**, a committee of the Del Mar Foundation, dedicated to the acquisition of the old Shores School, park and playing

fields. Other sponsors include the Del Mar Thoroughbred Club, Chiquita Abbott Realty, Douglas Allred Company, Hoehn Motors, Kramer & Martin of Prudential, Manpower San Diego and many other community leaders.

Auction items include: a year of free parking in Del Mar (any day, all day no cost, no ticket in legal parking spots downtown or the beach), turf club tickets and passes for the upcoming racing season at the Del Mar Thoroughbred Club, catered dinner for 8 at an oceanfront home in Del Mar, a week at a Big Island of Hawaii condo, golf packages, hotel stays, jewelry, crafts and many other valuable items.

TICKETS are \$40 in advance or \$50 at the door. To purchase tickets and preview auction items go to www.DelMarMainStreet.com or call (858) 755-1179 for more information. On a first come first served basis, ticket holders will also receive free parking at the Seagrove parking lot on Coast Blvd. across from Powerhouse Park. Proceeds from the Summer Solstice event will help fund the revitalization of downtown Del Mar. ■

DEL MAR HISTORICAL SOCIETY HISTORY WEEK JULY 21 – 29



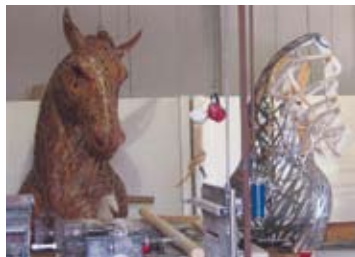
DEL MAR PLAZA 20+ YEARS AGO. DEL MAR HAS COME A LONG WAY!

The focus of this year's History Week will be the history of downtown Del Mar. Events will include a gala fundraiser on Saturday night, July 21, called "Puttin on the Ritz". The gala will have a hosted cocktail hour, buffet dinner and feature Talya Ferro live jazz for the 20's and 30's. The week will also include downtown displays, education and a Family Ice Cream Social on Sunday July 23rd from 2pm-4pm at the L'Auberge Del Mar Resort and Spa outside amphitheater. Do not miss out on all the great events! For more information, contact The Del Mar Historical Society at (858) 794-0029 or log onto: www.DelMarHistoricalSociety.org ■

IT'S ALL ABOUT ART!

by Susan Ivison/Public Art Committee

Members of the Public Art Committee (and guests) recently went on a wonderful art infused field trip to Fallbrook where we were treated to an up close look at the work of sculptor Michael Stutz. Stutz's public art works have been commissioned by cities across the U.S.A. You may have seen his "Pneumatic Dreamer" (a reclining woman) on the top of the W Hotel in San Francisco or "Astride-Aside" (a 17' tall man striding across granite blocks) at the South Pasadena train station. And I am sure you saw Michael's 14 foot "Coyote" when it was featured at the Del Mar Sculpture Garden on Jimmy Durante Blvd.! Michael gave us a tour of the Fallbrook Arts Foundry where he is currently working on two large scale steel sculptures and took us to his home studio. We were able to see how he develops his ideas and how he builds them! It was a fun, informative and inspiring day!



THINK ART! The Public Art Committee (in conjunction with the Promotions Committee and event planner, Laurie Spears) is already preparing for the "Taste and Art Stroll in Del Mar" that will take place October 6th. The call to artists is going out in May and applications will be due July 1st. Building on last year's success we are planning an even bigger and better Art Stroll – we can accept 100 artists this year! Please extend an invitation to any artist you think would like to participate! Applications will available on the DMVA website. ■



JUNE THRU AUGUST — DEL MAR FARMERS' MARKET

Every Saturday 1pm-4pm
City Hall Parking lot

JUNE 1, 5-8PM — CAFÉ SECRET & DMVA SPECIAL WINE TASTING

Café Secret
www.delmarmainstreet.com

JUNE 2, 9AM — BEACH CLEAN UP & FAMILY PICNIC

Keep Del Mar Clean — Powerhouse Park
www.keepdelmarclean.com

JUNE 19 — TWILIGHT CONCERT

Del Mar Foundation — Powerhouse Park
www.welmarfoundation.org

JUNE 21, 6-9PM — DMVA SUMMER SOLSTICE 2007

Powerhouse Park
www.delmarmainstreet.com

JUNE 23 — DANCE

Del Mar Lifeguard Association — Powerhouse

JULY 5, 9-11AM — BEACH CLEAN UP

Keep Del Mar Clean — Powerhouse Park/Beach
www.keepdelmarclean.com

JULY 10 — TWILIGHT CONCERT

Del Mar Foundation — Powerhouse Park
www.delmarfoundation.org

JULY 18 — FUNDRAISER

DMVA, Del Mar Heights & Del Mar Hills Fundraiser with Opening Day of the Races at En Fuego
www.delmarmainstreet.com

JULY 21, 6-7PM — "PUTTING ON THE RITZ" GALA

Del Mar Historical Society—History Week Gala
www.delmarhistoricalsociety.org

JULY 21-29 — HISTORY WEEK

Del Mar Historical Society
www.delmarhistoricalsociety.org

AUGUST 11, 9-11AM — BEACH CLEAN UP

Keep Del Mar Clean—Powerhouse Park
www.keepdelmarclean.com

AUGUST 14 — TWILIGHT CONCERT

Del Mar Foundation—Powerhouse Park
www.delmarfoundation.org

AUGUST 19TH — DMVA SUMMER BEACH FESTIVAL AND RUSTY'S LONGBOARD SURF CONTEST

Powerhouse Park/Beach/Powerhouse
www.delmarmainstreet.com

DMVA & HULA GIRL DESIGN PARTNER TO REBRAND THE VILLAGE OF DEL MAR

The new look above the village is distinctly Del Mar. The new Banner campaign proudly showcases the brand: the Village. The Del Mar Village Association has teamed with Hula Girl Design to highlight how unique this village is. The sights and sounds, the flavors and activities, are now exclusively, unmistakably Del Mar. This community is vibrant, about to celebrate its next signature event. The banners are purposefully designed and present alluring, informative messages to all passersby.

The DMVA desired a unified message. Hula Girl Design is now managing the village identity. Blending these creative forces has produced an identifiably distinct Del Mar image and brand. *"The DMVA is maximizing the recognizable character of the village,"* effused Nancy Walter of Hula Girl Design. Del Mar's customized public image has *"...sprung to life, thanks to Hula Girl"* according to Jen Grove, of the DMVA. *"There is always something going on in Del Mar"*, and the DMVA teamed with Hula Girl Design to apply this message. The Banner Program is one of many projects being put into place to unify the events in the Del Mar community.

Hula Girl Designs' founder Nancy Walter has been developing

identity and branding for local and national campaigns in Montreal, New York and here in Southern California. When Kat Eaton came on board, the natural synergy created an ideal design team. These two creatives understand their clients in big, small and medium companies, and the public they serve. Hula Girl designers also act, as executives as they are personally involved in servicing their own accounts, and pride themselves in clear communication and understanding their clients needs. The Hula Girl Design team naturally appreciates this local community and has obvious sincere interests in the local economy. Defining the new DMVA program is a perfect fit.

From branding of the locally owned – internationally distributed Cantaré Foods to product lines sold nationally at Target, Costco, and many major retailers, the scope of Hula's knowledge provides grounds for skillful implementation of any scale project. Local relationships with Legoland, L'Auberge Del Mar Resort and Spa and several smaller local businesses also give Hula Girl Design an inside edge on the needs and effects of businesses in the area.

As Hula Girl Design continues showcasing the vibrancy of the historic beach community and the buzz of The Banner Program, the continuity of the new Del Mar brand image will create excitement throughout the upcoming year. Be part of the fun! HulaGirlDesign.com takes requests for consultations at 760.944.3736. ■



DEL MAR VISITOR CENTER NEW KIOSK

The DMVA is once again bringing back the Del Mar Visitor Center for the Summer 2007. The Visitor Center will be stocked with loads of information on Del Mar, such as maps and coupons and information on Del Mar shops, restaurants and services available for both residents and visitors. Visitor Center volunteers will answer questions about activities and services in Del Mar.

Beginning Saturday, June 30th and continuing through Labor Day, the Del Mar Visitor Center will operate on Saturdays and Sundays from 11am to 3pm. Located on the grass in front of the Powerhouse, it is housed under in a new kiosk. Come chat with the friendly Del Mar volunteers and find out about what is happening in Del Mar this Summer.

All materials and information are offered free of charge. To learn more about volunteering at the Visitor's Center, please contact Dave Askey at 858-792-7090 or DMVA at (858)-755-1179. ■

MARK YOUR CALENDARS FOR THE FIRST ANNUAL SUMMER BEACH FESTIVAL & RUSTY'S DEL MAR SURF CONTEST IN DEL MAR



ON SUNDAY AUGUST 19TH, POWERHOUSE PARK IN DEL MAR WILL BE THE PLACE TO BE THIS YEAR! The Del Mar Village Association is teaming up to support a Rusty's Del Mar Longboard Surf contest down at the beach and **Surfing Magazine's** *The Art of Surfing*. The Art of Surfing will be a one day event held in the Powerhouse show casing the artistic talents in the world of surfing. Enjoy a day of music, food, displays by 20 surfboard shapers, art, followed by an outdoor World Premiere surf film under the stars. If you would like to volunteer to work on this event or if you need more details, please send us an email at info@delmarmainstreet.com. ■



PHOTO: SAM OLSON