



DEL MAR™
VILLAGE ASSOCIATION

MAINSTREET UPDATE

NUMBER 18

SPRING 2010



PHOTOS: RESOLUSEAN.COM

*Downtown improvements
& new offerings create
fresh look and vibe!*

SUMMER SOLSTICE
TICKETS
ON SALE NOW!
EVENT SELLS OUT!
MORE INFO PG. 4

WHAT'S NEW DOWNTOWN?

Streetscape Improvements, Burgers, Yogurt, Boot Camp & More

Along with new sidewalks and other downtown improvements, a brand new clothing boutique recently opened its doors at the L'Auberge Del Mar. Stylish and reasonably priced, **La Mas Boutique** offers women's apparel, purses, hats, sunglasses and jewelry. Visit La Mas for a spring wardrobe update.

Also new at L'Auberge is its pet friendly program, **L'Petit Pooch**. Housebroken pups weighing 15 pounds or less are invited to stay with special pet pampering options available.

For the kids, **Clone Duplicating and Printing Create-A-Design** now has educational toys, puzzles, and plush toys.

Interested in toning your body while enjoying an ocean view? **SynergyDelMar.com** brings a variety of fitness classes each weekday morning to the Del Mar Plaza's Ocean View Deck. The fitness classes, which include: Boot Camp, Yoga, Hooping, Bosu and Zumba Dance, allow individuals to tone, burn calories and reconnect their spirit in an out-

door ocean view setting. Visit www.delmarplaza.com and click on the calendar link for details.

Also at the Plaza two new restaurants will soon open. Family owned and operated **Sunset Yogurt & Ice Cream** offers frozen yogurt, ice cream, gelato, smoothies, specialty coffees and teas as well as ice cream cakes. Topping choices of fresh fruit, candies and sweet goodies make it a great place to satisfy any sweet tooth cravings.



Touted as the place for burger lovers, **Smash-burger** will open this summer at the Del Mar Plaza. With a relaxed, casual atmosphere, this restaurant offers burgers that can be ordered off the menu or made to your own specifications along with an array of sides, and a variety of beverages including milk shakes, root beer floats, along with select wines and ales. Visit www.DelMarMainstreet.com for more info on businesses and locations. ■

RECENT MERGER BRINGS SIGNIFICANT MEANING TO DOWNTOWN REVITALIZATION EFFORTS

The Del Mar Historical Society and the DMVA – two organizations, committed to downtown Del Mar have now joined under one umbrella. The merger is especially meaningful as it strengthens the DMVA's commitment to historic preservation and aids in the Historical Society's long-time quest of bringing the historic Alvarado House closer to its original Downtown Village location.

"The DMVA's framework of revitalizing our downtown is based on preserving the community's historical roots and unique character and who better to lead that process now within the DMVA but the Historical Society," shared Bernie McClure, a long-standing member of both organizations.

Tensia Moriel Trejo, one of the original founders of the Historical Society adds that the

merger will provide both a stronger voice and solid footing especially with their long-time mission of bringing the Alvarado House back home. *"This home is so significant as it was the home of Jacob Taylor, the founder of Del Mar,"* explained the Del Mar Marian, a name Ms. Trejo created for the exclusive group of those born and still residing in Del Mar.

Currently, the historic home, built in the early 1880s is located at the Del Mar Fairgrounds as funds are still needed to relocate it back to the downtown Village.

DMVA president Walt Beerle echoed both Ms. McClure and Ms. Trejo's sentiments. *"This merger enables the preservation of Del Mar's history to continue at a greater level with the synergy from both groups – a definite win for all of downtown."* ■



MAINSTREET UPDATE
PUBLISHED BY THE DMVA
Enhancing the vitality of the
Village of Del Mar while preserving
its history and unique character
DMVA BOARD OF DIRECTORS
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Nancy Johnson Sanquist
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PHOTOS: COURTESY OF ISTOCK

TAKE A WALK DOWN MAINSTREET STAY LOCAL, SHOP LOCAL

See What Services are Offered Right In Town

Need a haircut, pants hemmed, packages mailed, travel booked, or copies made? Why not consider doing all your errands right here in downtown Del Mar? Better yet leave the car keys at home and walk into town. Not only is it convenient, but doing business in downtown Del Mar keeps our town flourishing, increasing property values, personal relationships, and overall strengthening our community. With a variety of services available downtown, Del Mar offers something for everyone.



For a complete list of services, shops, restaurants and galleries visit the DMVA website. ■

MEET DEL MAR'S MAIN STREET

Jim Watkins Long Time Friend of Downtown Del Mar

There aren't many people who say they love working with their dad and truly mean it, but for K.C. Vafiadis the statement rings true. "I've been working for my dad for the past twelve years as well as for a few years in my twenties when I was debating whether I should pursue figure skating," shared the Vice President of Winners Circle Resorts, Inc. "He's taught me so much, always encouraging me along the way. His positive management style and internally optimistic outlook is something I truly admire as his daughter and employee," reflected Mrs. Vafiadis.

Mrs. Vafiadis' father is Jim Watkins, the entrepreneurial timeshare developer who built the L'Auberge Del Mar and several other hotel and



housing developments. Mr. Watkins also owns the building referred to as Stratford Square located at the southwest corner

of 15th Street and Camino Del Mar. Built in the late 1920s, with its English Tudor style architecture, Stratford Square is a well-known treasure

signifying the unique charm of the Downtown Village. The Stratford Square building houses several stores and restaurants including: Americana, Earth Song Books, Frustrated Cowboy, Jimmy O's, La Boutique, La Mariposa, and Marquis Fine Jewelry.

"My dad is an extremely hard worker. I remember as a child he'd often work from home in addition to his office, but Sundays were family days. We'd go to the beach, play volleyball down by 17th Street and then stop to get ice cream at the corner of 15th at Carlos & Annie's now the Americana Restaurant," stated Mrs. Vafiadis.

As a long time DMVA supporter and partner, Mr. Watkins is passionate about the revitalization efforts of downtown putting his words into action with last year's construction of outdoor dining areas for both Americana and Jimmy O's restaurants. The developer is also a generous philanthropist, creating a scholarship program through the San Dieguito Boys and Girls Club in each of his four children's names. "My dad has a wonderful outlook on life and it shows in so many ways," added Mrs. Vafiadis. ■



VOLUNTEER AT THE BEACH

Co-Coordinator & Summer Volunteers Needed for Del Mar Visitors Center

Sissy Alsabrook needs a volunteer co-coordinator and volunteers to assist her with the DMVA Visitors Center, the seasonal beachfront information kiosk.

"We need volunteers of all ages and backgrounds as we really get a range of questions from 'where can I rent a boogie board' to 'where's the best place to eat in the Village?' And because many of our visitors are from other parts of the country and world, they're always fascinated with any Del Mar history as well," conveyed Ms. Alsabrook.

DMVA board member Bernie McClure shares that the volunteer responsibilities and location are ideal. "It's a fun way to meet people plus you have the best ocean view seat in town."

Volunteers are armed with information on Village shops, restaurants, services and galleries in addition to local concert information and nearby transportation options. "It's really an important service being offered as these types of questions are typically directed at our lifeguards taking them away from their important tasks," added Ms. Alsabrook.

The kiosk is positioned at Powerhouse Park with a perfect view of the beach and just down the hill from downtown restaurants and shops. **Volunteers are needed from June 26th through September 5th, between the hours of 11am and 3pm.** Ms. Alsabrook will host a Visitors Center volunteer appreciation and recruitment training session on May 13th at Café Secret.

Those interested in attending the upcoming volunteer event at Café Secret or learning more about volunteering at the Center should contact Sissy Alsabrook – sissyalsabrook@yahoo.com ■



URBAN DESIGN BY THE RULES

An Interview with DMVA Board Member Nancy Johnson Sanquist

Nancy Johnson Sanquist is passionate about downtown revitalization and historic preservation. Her knowledge on both runs deep as a long-time Del Mar resident active with the DMVA who has a masters degree in historical preservation in addition to architectural training. When the DMVA initiated the need for creating a long-term design plan that was in keeping with the character of the Village while stimulating downtown business, Ms. Sanquist provided her insight. Then in 2008 when the DMVA commissioned the CLUE Group, a consulting firm specializing in downtown revitalization and retail development, to draft an action plan, Ms. Sanquist carefully reviewed the Group's recommendations that included a building concept known as Form Based Code (FBC). Needing to fully understand this building concept, she attended a two-day course on the subject and last year joined the newly-formed Del Mar FBC advisory committee. The following is a Q&A with Ms. Sanquist on the advisory committee's role and FBC. There will be more to follow at a future date as the framework of downtown Del Mar is continually evolving.



WHAT IS THE GOAL OF THE DEL MAR FBC ADVISORY COMMITTEE? *Since last spring, the committee has been analyzing and recommending ways to enhance Del Mar's downtown. This is being done by establishing a coding framework that helps to foster a more livable physical setting which is safe and convenient for pedestrians, visually interesting while at the same time encourages new development and spending in the downtown.*

WHAT ARE THE BENEFITS OF FBC? *The main benefit is a more transparent and easy to understand set of principles for property owners to be able to develop new buildings and renovate existing buildings. In city after city across the country, the process of approval has been short-*

ened from years to days by embracing FBC and gives a developer or owner predictability on what is required in the planning approval process.

WHAT IS THE POTENTIAL OR IMPACT IT HAS ON DOWNTOWN DEL MAR'S REVITALIZATION EFFORTS? *The FBC Advisory Committee is considering reduction in traffic in downtown to create a more pedestrian friendly environment as well as increased parking. By encouraging development, Del Mar can start to see new life injected into properties which are not contributing to the urban fabric of what could be a much livelier downtown environment. And by creating more public spaces, the community can increase the activities and draw more people into the commercial sector of the village.*

WHAT INPUT HAVE YOU GOTTEN FROM YOUR COMMITTEE MEETINGS? *It has been encouraging when property owners have come to our meetings and worked along side us as we contemplated improvements to the commercial corridor of Camino del Mar from 9th Street to 15th. We have worked closely with the hard-working planning department to come up with revitalization opportunities and alternatives along the street and in the alleys, as well as with graduate architectural and urban planning students from the New School of Architecture in San Diego. ■*

GREENING OF DEL MAR

Trash/Recycling Receptacles Installed

We're on our way to a brighter, cleaner, more responsible downtown with ten brand new trash/recycling receptacles installed in high traffic areas of the Village. While the DMVA has designed and purchased the containers, help is still needed. Businesses and individuals are asked to support Del Mar going green by adopting a receptacle. Adopted containers will have a sponsor name-plate attached. Adoption of a container is \$2,000 and is fully tax deductible. Up to two names can be placed on a container.

Union Bank is the first to sponsor a receptacle and we



hope others will soon follow. "Union Bank very much supports long term community projects benefiting the environment," shared Union Bank Vice President and Branch Manager as well as DMVA President Walt Beerle. "This sponsorship is part of our ongoing commitment to energy and natural conservation," he stated. The new receptacles will assist the City in gathering information necessary for a state grant application. The grant, if awarded, would enable the purchase of additional containers for the entire Village and beach areas. To learn more of the adoption process and the receptacle locations available contact the DMVA. ■



DMVA BUSINESS PARTNER SPOTLIGHT

Debbie Carpenter is well rounded in the realty business. She's been a Del Mar resident for more than 15 years and an active community member for just as long. While she's been a DMVA business partner for the past two years, her involvement with Del Mar started when her children attended the Del Mar Heights School. There, she volunteered for years and helped with Holidays in the Village, an event now organized through the DMVA and renamed as Holiday Wonderland.

"I live and work in the most amazing town and I'm very excited to make sure it remains vital. The community feel and number of volunteer organizations offered make it very unique," she shared. For realty information visit Debbie's website <http://debbiecarpenter.prudentialcal.com/> ■



EVERY WEEKDAY MORNING

DEL MAR PLAZA FITNESS CLASSES

Ocean View Deck
7:30 – 10AM

FRI, MAR 5

DEL MAR PLAZA FRIDAY LIVE MUSIC NIGHTS

Michael Tiernan – Acoustic, Folk Rock
Ocean View Deck
6 – 8PM

SAT, MAR 6

DEL MAR ART CENTER GALLERY SALE

(painting, pottery, jewelry)
Del Mar Plaza Ocean View Deck
11AM – 6PM

FRI, MAR 12

DEL MAR PLAZA FRIDAY LIVE MUSIC NIGHTS

Ocean View Deck
Lee Coulter – Acoustic, Folk Rock
6 – 8PM

FRI, MAR 19

DEL MAR PLAZA FRIDAY LIVE MUSIC NIGHTS

Michael Tiernan – Acoustic, Folk Rock
Ocean View Deck
6 – 8PM

SUN, MAY 2

PACIFICA DEL MAR VINTNER DINNER

Del Mar Plaza

Visit the Del Mar Community Calendar for additional event listings
www.delmartv.com/calendar.html



SUMMER SOLSTICE

TICKETS ON SALE NOW!

THURSDAY JUNE 17

5-8PM

Powerhouse Park | Event Sells Out
Purchase on DMVA website

DEL MAR HAPPY HOUR AND SPECIALS



AMERICANA RESTAURANT

Tues.-Thurs.:
Half-price bottles of wine
Pre-fix dinner \$30 includes glass of wine

THE DEL MAR BRIGANTINE

Happy Hours
Nightly 4-6PM
Late Night Happy Hour
Sun.-Thurs. 9-10PM
Fri.-Sat. 10-11PM
Taco Tues. all day in bar & lounge
Wine Wed. half-price bottles of wine throughout entire restaurant 5-8:30PM
Thirsty Thurs. \$2 off of specialty drinks in bar and lounge
Sun. Brunch 10:30AM-2:30PM

BRUEGGER'S BAGELS

13 bagels and 2 tubs cream cheese \$13.49
6 bagels and 1 tub a cream cheese for \$7.99

BULLY'S NORTH

Happy Hour
Mon.-Fri. 3-6PM
Late night Happy Hour
Sun.-Thurs. 10-Midnight
Sun. Funday discounted specialty drinks all afternoon

CREPES & CORKS CAFÉ

Wine Tasting
Tues.-Sat. all day \$2 off selected wine 4-6PM everyday

DEL MAR RENDEZVOUS

10% off all dinner take-out orders made before 7:30PM
Wed. & Sun. half-price bottles of wine (except on holidays)
20 lunch items \$10 ready in 20 minutes

DOUBLE HAPPINESS

Receive a 10% discount on all dinner menu take-out orders with a purchase of \$8 or more
Take \$4 off a minimum purchase of \$24 with Ralphs' coupon

EN FUEGO CANTINA & GRILL

Happy Hour & Specials
Daily 4:30-6:30PM
Mon. Night Madness at the bar 4:30-Close
Taco Tues. 4:30-Close
Wine Wed. half-price bottles of wine 4:30-Close

GIORGIO'S OSTERIA DEL PESCATORE

Mon.-Tues.: Half-price selected bottles of wine all day

JAKE'S DEL MAR

Happy Hour & Specials
Mon.-Fri. 4-6PM
Sat. 2:30-4:30PM
Tues. join Jake's Del Mar for a selection of amazing appetizers along with beer & wine specials
Waikiki Wed. enjoy Duke's famous fish tacos and Mai Tais

JIMMY O'S SPORTS BAR & RESTAURANT

Happy Hour
Mon.-Thurs. 4-6PM
Mon.-Thurs. 10-Midnight
\$3 Draft beers and well drinks
\$4 Margaritas
\$2 off appetizers

KITCHEN 1540

Tasting menu in the restaurant featuring the chef's creation of a 3-4 course meal.*
*Please allow a 72-hour notice for Tasting Menus

PACIFICA DEL MAR

Happy Hour & Specials
Nightly from 4-6:30PM
Mon. mussels and clams for \$5
Tues. \$2 fish tacos, \$4 rock shrimp kimchi, \$6 peppered ahi takoshimi
Wed. all vodka and gin drinks for \$5, oysters 3 for \$4.50, 6 for \$9, 12 for \$18 hamachi carpaccio \$7, ahi tuna tartare \$7, ahi sashimi \$7
Thurs. 50% off "small bites" and 50% off all wine

THE POSEIDON RESTAURANT

Happy Hour
Mon.-Fri. 4-6:30PM
half-price bar starters
\$3 Miller Lites
\$3 Heineken Lites
\$4 Margaritas
\$5 Cosmopolitans
\$5 House Chardonnay, Pinot Grigio, Merlot

SBICCA

Menu specials 4-6:30PM
Wed. Martinis \$5 all night
Tues. & Thurs. half-price bottles of wine all night
Sun. & Mon. no corkage fee

SHIMBASHI IZAKAYA

Happy Hour
Mon. - Fri. 4-6PM
Sat. & Sun. 12-6PM
\$4 Sushi roll with a choice of 9 different rolls
\$3 Draft Beer
\$5 Cocktails
\$5 Wine by the Glass
\$6 large Hot Sake ■

WE'RE NOW ON TWITTER & FACEBOOK!



Follow the latest DMVA & Del Mar Plaza happenings

CHECK US OUT!

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