

FOURTH COMING

SEE WHAT'S NEW ALONG THE AVENUE
BY DAVID L. CODDON

While the focal point of the Gaslamp Quarter continues to be the glittery and bustling Fifth Avenue, a revitalization of Fourth Avenue is building momentum. *(continued on page 26)*



The Gaslamp's new Werewolf

PRESTON ROESCHLEIN



DESIGNED BY WALKER MACY. RENDERING BY JOE CORDELLI

“It has a different vibe than Fifth Avenue, and it’s getting a very distinct persona,” says Jimmy Parker, executive director of the Gaslamp Quarter Association. “A lot of people in the Marina [District] love La Puerta, and Bice is one of the highest-rated restaurants in the city.”

Parker credits Balboa Theatre’s renaissance with being the catalyst for the evolution of Fourth Avenue. Slated for a 2015 opening, Horton Plaza Park is poised to make the next big impact.

The project, a private-public partnership between the Westfield Group and Civic San Diego (formerly the CCDC), envisions an active urban plaza that will include three pavilions for a variety of live entertainment. Proponents say the 1.3-acre space between Third and Fourth on Broadway will eventually host 200 events a year.

“It’s creating much needed open space for the city,” says project manager Eli Sanchez. “This can be a true gathering place that’s flexible for multiple events that occur on the site.”

For the growing number of downtown families, and for people who work in and near the Gaslamp, the new Horton Plaza Park could become what Pioneer Courthouse Square is for Portland, or what the venerable Union Square is for San Francisco – meeting places to enjoy art shows, farmers markets and music. The spillover effect, too, could bring new consumers downtown, and to the Fourth Avenue corridor in particular.

“If we get that new interest, people may want to see what urban can be,” Parker says.

To find signs of transformation already underfoot, start at the corner of Fourth and G, the former home of Rock Bottom Brewery and soon to be (sometime in 2014) the site of Tin Roof, a restaurant and live-music-club concept born in Nashville. *(continued on page 28)*

Rendering of Horton Plaza Park, with Fourth Avenue to the left side of the image, and Broadway to the right.

“IT’S CREATING MUCH NEEDED OPEN SPACE FOR THE CITY... THIS CAN BE A TRUE GATHERING PLACE.”
—PROJECT MANAGER ELI SANCHEZ

LA JOLLA MUSIC SOCIETY PRESENTS
ALONZO KING LINES BALLET

Alonzo King, founder & artistic director

**“STUNNING,
FIERCE AND
EVOCATIVE.”**

SATURDAY, MAY 17 · 8 PM

SPRECKELS THEATRE · TICKETS: \$75|\$50|\$35|\$20

BUY YOUR TICKETS NOW! WWW.LJMS.ORG · 858.459.3728



MED SPA
TEETH
WHITENING
HAIR STUDIO
SKIN CARE
MASSAGE
NAIL LOUNGE
COSMETIC BAR
PACKAGES

1425 Frazee Road
Mission Valley, 92108

888.425.7271

Revive Stylist revivesalonandspa.com

re:vive
salon & spa

\$850 Botox® Cosmetic

Frown Lines. Forehead Wrinkles. Crow's Feet. Per Unit Pricing.

\$299 1cc Juvéderm XC (Reg. \$399)

Now 25% more wrinkle smoothing, lip plumping Juvéderm at an amazing low price! Increased comfort with built-in lidocaine.

VASER® Shape Ultra

re:shape, re:firm, re:veal the new you!

Lose 1-3 inches in as few as two relaxing sessions with this new noninvasive treatment.

Purchase a package of five treatments for just \$2000 (\$400 per treatment)

Laser Hair Removal

Lip or Chin \$29 / Brazilian \$99 / Underarms \$49/ Full Back \$230

Offers expire 3/31/14. Not valid with other offers. Must mention when booking. Offers are subject to change & may be discontinued any time. Owned & Operated by Wishal Verma MD. & Vinita Parekh DDS.



The Shout! House dueling piano bar celebrates its 10th anniversary March 27.

BELOW: Werewolf is a new Fourth Avenue bar from the family behind Little Italy's Waterfront Bar & Grill.

Up the street, The Shout! House dueling piano bar, which celebrates its 10-year anniversary March 27 (an impressive run among Gaslamp venues), is getting a sibling. The sister club “will have its own identity,” says co-owner Bob Walin about The Garage, a music-focused restaurant and bar set to open in April in the old Carriage Works building adjacent to Shout! House.

Meanwhile, there’s a grandma waiting next door at Werewolf, a new project from the folks behind the legendary Waterfront Bar and Grill on Kettner Boulevard.

“Our hostesses are literally grandmothers,” says Werewolf’s Rocky Nichols. But don’t be misled — this is a happening place. “Fourth

is going to be the new Fifth,” says Nichols. “There’s a lot of cool stuff going on.”

Nightlife industry veteran Chris Martin, who helped open Stingaree way back when, is gearing up for an April opening of his AD Nightclub in the erstwhile Red Circle Bar location. The 4,300-square-foot space will house a boutique nightclub and lounge with a theatrical, Gothic-inspired motif and high-end service.

The name “AD” (as in “anno domini”) signifies a rebirth, which Martin says makes his venue an ideal fit for the transitioning Fourth Avenue. He’s confident the forthcoming Horton Plaza Park and its entertainment facilities will be good for business.

“The center of the Gaslamp universe is going to be Fourth and Broadway,” Martin Says. “I think that park’s going to completely shift the focus of the neighborhood.”

FIVE ON FOURTH

TIN ROOF

401 G St., Gaslamp
tinroofbars.com

THE SHOUT! HOUSE

655 Fourth Ave., Gaslamp
619.231.6700, theshouthouse.com

THE GARAGE

655 Fourth Ave., Gaslamp

WEREWOLF

627 Fourth Ave., Gaslamp
619.234.0094, thewerewolf.net

AD NIGHTCLUB

420 E St., Gaslamp
619.962.7588, adnightclub.com



PRESTON ROESCHLEIN

PARKING IS GETTING EASIER IN LITTLE ITALY!



LITTLEITALYSD.COM
619.233.3898
#LITTLEITALYSD



Tatyana Designs®
Bettie Page® Tatyana®

430 5th Avenue, San Diego, CA • (619) 544-1950
www.BettiePageClothing.com



CELEBRATING THE UNION OF
**GOOD COMPANY
AND GREAT FOOD.**

CHECK OUT OUR

WINTER CRAFT COCKTAIL MENU



JOIN US FOR SOCIAL HOUR

MONDAY 3PM-CLOSE
TUESDAY THRU FRIDAY 3-6PM

\$4/\$5 DRAFT BEERS
\$6 SELECT WINE GLASSES
\$2 OFF CRAFT COCKTAILS
\$10 FLATBREADS

PLAY, **DRINK & WIN**
LIVE PRIZE TRIVIA

EVERY THURSDAY 9PM
FREE TO PLAY!
PRIZES FOR 1ST, 2ND AND 3RD PLACES

1108 S Coast Hwy 101, Encinitas, CA
760-230-BEER localunion101.com