

EVERYTHING*S
HOLIDAY
2016

New Year New Downtown

Monterey Street Opens for Business

BROUGHT TO YOU BY

San Luis Obispo



EVERYTHING*S HOLIDAY 2016

Santa's House Opening Day MISSION PLAZA

November 25th 10am-7pm

Holiday Happenings
MISSION PLAZA

November 25th-December 26th Santa's House • Classic Carousel Holiday Tree

Holiday Parade
DOWNTOWN SLO

Friday December 2 7-9pm

Jingle Bells
COURT STREET
DOWNTOWN CENTER
MONTEREY STREET

December 10 5-7pm December 16 6:30-8:30pm

Civic Ballet SLO presents The Nutcracker

PERFORMING ARTS CENTER SLO

December 9-11 www.pacslo.org

SLO Little Theatre Presents A Christmas Story December 3-23

SLO LITTLE THEATRE

The Santaland Diaries
December 9-17

SLO Youth Symphony Winter Concert

PERFORMING ARTS CENTER SLO
December 16, 8:00pm

Ballet Theatre SLO presents
A Christmas Carol
ALEX & FAYE SPANOS THEATRE
December 16-18

monterey street opens for business

Downtown San Luis Obispo's historic Main Street comes to life with new restaurants, retail stores, and a hip new hotel on the way.





It wasn't so long **ago** that Highway 101 came right through the middle of Downtown SLO, and by default, Monterey Street grew to become the "main street" of San Luis Obispo. Those were heady days with art deco movie palaces like the Fremont and Obispo theatres clustered alongside a host of restaurants, night clubs and retail stores lining San Luis Obispo's most famous and glamorous boulevard. After the 101 was rerouted to its current location, and the Obispo Theatre burned to the ground, Monterey street became known as much for its parking lots as it was for its historical place as the cultural center of San Luis Obispo.

Those paying attention have probably noticed a quiet

resurgence along the Monterey Street corridor as new hotels, restaurants, and tech firms move into NOMO (north Monterey Street), and retail standouts like Urban Outfitters take a seat next to SLO institutions BooBoo Records, Phoenix Bookstore, and the ultra hip coffee house Bello Mundo. But it was this fall's completion of a block-long stretch of Monterey near Mission Plaza that has turned more than a few heads, with national retailers like H&M and Williams-Sonoma arriving next to home-grown eateries like Thomas Hill Organic Kitchen, Giusseppe's, and Mint & Craft, (an upcoming cafe/market, from Novo/Luna Red owners Robin and Shanny Covey). >>>

The COLLECTIVE



(clockwise from above) Lululemon features a wide variety of yoga and fitness apparel, Williams-Sonoma is a cook's dream store, Marine Layer supplies comfortable fashion made in San Francisco. Francesca's features clothing for women of all ages and a wide selection of gifts and accesssories.

Monterey Street now boasts exciting new stores from **lululemon** (maker of always in-demand fitness wear), San Francisco's **Marine Layer** (home to the softest tshirts anywhere) and central coast newcomer **Francesca's**. "It's so great to be here for the opening of the street. Everyone has been so excited and welcoming since day one." said Leigh Lingmann, manager of Francesca's. A trip

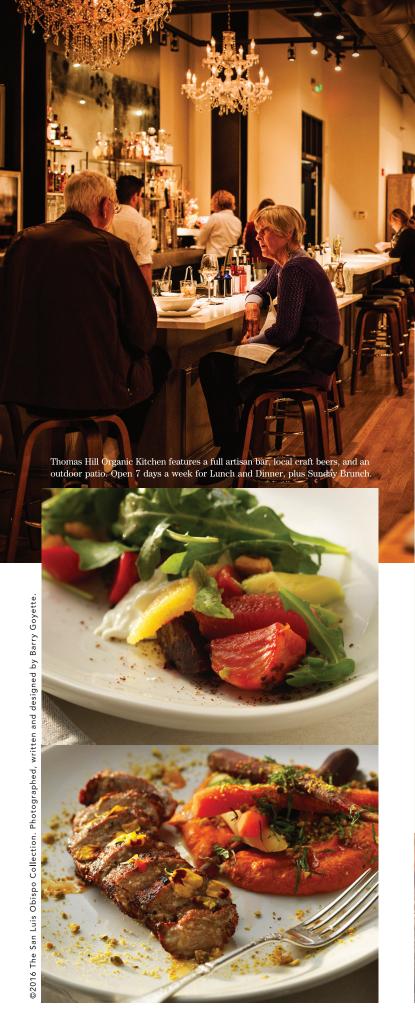
up the staircase reveals Thomas Hill Organic Kitchen's gleeming new digs, and a block-long plaza with viewing platform that overlooks the construction of **Hotel San Luis Obispo** (an 85-room luxury hotel and conference center that's sure to remind everyone we're not in Kansas anymore). Monterey Street will also see the opening of **MAC Cosmetics**, with more surprises, in the coming months.











Thomas Hill Organic Kitchen Opens on Monterey Street

Legendary Organic Cuisine Arrives in SLO

You almost have to prepare yourself. After ascending the stairs above Williams-Sonoma, the gleaming white stone tables are the first clue you aren't in some hipsterinspired brewpub. Sure, the seats looks like school chairs, but they're white too. And so is the brick. The interior is rustic, but minimal, modern and surprisingly...comfortable. "We worked hard to create a space that would put the focus where it belongs, on the food," says Debbie Thomas, owner of Paso Robles foodie mecca and now San Luis Obispo's own **Thomas** Hill Organic Kitchen. Working with Executive Chef Justin Casey (formerly of Granada) and Chef du Cuisine Elijah Blackburn, Thomas has created a menu that is a mix of favorites and new creations, including a selection of pizzas from their new wood fired oven. "Eight years ago, we gave ourselves a goal of only working with ingredients that were fresh, local and organic. It wasn't the easiest way to do things, but it worked for us, and our customers really gravitated towards the approach. This restaurant is the culmination of what we started in Paso back in 2008."



DOWNTOWN SAN LUIS OBISPO Parking MORRO STREET Hotel San Luis Obispo Francesca's H & M Marine Layer lululemon Urban Outfitters Mission Plaza Williams-Sonoma MONTEREY STREET Moondoggies Surf Shop Powell's Sweet Shoppe White House Black Market Chamber of Commerce Pottery Barn Open Air Flowers Spoke SLO Victoria's Secret Banana Republic Solstice Sunglasses Sephora HIGUERA STREET GAP Papyrus The Apple Store Sunglass Hut OSOS STREET Cal Poly Downtown Splash Café Seafood & Grill Barnes & Noble California Pizza Kitchen MARSH STREET Jamba Juice Shoe Palace **Chronic Tacos** The Movie Experience



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