

Goodbye LoLa, Hello Lounge



Lara Cox is closing her **LoLa** clothing boutique on H Street by the end of September to focus her energy on starting up the **Arcata Theatre Lounge** with her husband Brian.

Renovation of the Arcata Theatre is progressing, with asbestos already removed from the building at the cost of \$38,000. The Coxes are busy obtaining permits from the city for their business plans. Arcata architect Kash Boodjeh has been retained for physical design changes.

"The Lounge will be a place to come and sit back at a table or couch, and watch a classic or art house film while dining," Lara Cox said. Wine and beer will be served along with food from local vendors. "We'll be installing a dance floor and stage with a good sound system," she said.

The business will target a mature audience, college-age and up, for evening and live performances, while being an all-age venue during the day. **Smug's Pizza** and **Ottavio's Hair Again**, which occupy side portions of the Arcata Theatre building, will remain tenants.

Before winter rains arrive, Cox said she would like to start on repairs to the theatre's damaged marquee. The marquee had a close encounter when a U-Haul truck jumped a curb, long before the Coxes purchased the property. The timing of the repairs, though, will be affected by the progress of a city grant the Coxes have applied for.

"I'm very excited about the Lounge; it's like a new palette for me," Cox said. If all goes well, the Lounge could open as early as May, 2005.

NEC to launch capital campaign

The Northcoast Environmental Center aims to raise \$2 million to rebuild its former Ninth Street offices into a bigger and better incarnation that will be a model of sustainable architecture.

Susan Penn has been hired as capital campaign director and \$200,000 has been raised to date. The NEC plans to raise much of its construction funding from foundations and individual benefactors, and anyone will be able to buy a name plaque for \$200, which will eventually be displayed in the NEC's library space.

The Center has operated out of a temporary office at 575 H Street since its Ninth Street building was destroyed in a fire three years ago.

"Our housing cost is now 10 times what it used to be, our floor space is a little bit less, and we're far enough off the Plaza that we don't get the traffic we used to get at our eco-boutique," said **Tim McKay**, NEC's executive director.

The NEC has purchased an additional space, the former Marino's bar parcel, which was also destroyed in the fire. The new building will fill two parcels and have 12,000 square feet of floor space. The second floor will be for office space, and also will have a community meeting room and a terrace. The third floor will feature four apartments, at the suggestion of city planners. The ground floor will include conference space for community groups.

"The building could be a draw for people interested in energy-efficient, environmentally conscious design," McKay said, citing "green" architecture principles that will go into the construction.

McKay hopes the center will break ground next year. Those interested in donating to the reconstruction effort should call Susan Penn at 822-6918.

Rebirth: Arcata Paint rebuilding soon

Ken Cook reports plans for the new Arcata Paint building will be going to the city's building department this month. The building is being designed by architect Philippe Lapotre.

In 2001, the Arcata Paint building, Marino's night club and the Northcoast Environmental Center were destroyed by fire on Ninth Street between H and I streets.

Construction is expected to begin this fall on a two-story building. The ground floor will offer 3,000 square feet of retail space, with two apartments on the second floor.

Arcata Paint has been family owned since 1953, and has operated out of the Arcata Auto Supply building on G Street since the fire.

Main Street meetings

- All meetings are open to the public.
- Board Meetings - Sept. 23, Oct. 14 & 28, 8:30 a.m. at Plaza Grill.
 - Design Review - Sept. 16, Oct. 21, 8:30 a.m. at Golden Harvest.
 - Economic Restructuring - Sept. 7, Oct. 5, 5:30 p.m. at Storehouse conference room.
 - Organization/membership - Sept. 21, Oct. 19, 8:30 a.m. at Sacred Grounds.
 - Promotions - Oct. 6 & 20, Nov. 3., 8:30 a.m. at the Storehouse conference room.

Business makeover

"Taking Care of Business" is a reality TV show starting October 16 on The Learning Channel. The show "tackles small business troubles in a big way, and sends a team of gurus — equipped with fresh ideas and plenty of inspiration — to identify problems, turn things around and help businesses live up to their best potential, and let their owners realize their dreams."

National recognition

Arcata Main Street's Holiday Open House was recognized in the July issue of National Main Street Magazine. The "outsider's look inside Channukah" presentation at **North Soles Footwear** during Arts! Arcata and the hosting of **Dell'Arte** mimes in storefront windows during Holiday Open House were highlighted with an article, and photos Main Street took during the events.

Other activities included holiday lighting, Santa and Mrs. Claus' arrival by **AVFD** fire truck, free childrens' matinees, caroling and live music.

Thank you sponsors

Main Street thanks the sponsors of the second annual Music and Art Series that made possible a concert and artisan fair on the Arcata Plaza eight Sundays in July and August. Thank you: Simply Macintosh, North Coast Co-op, Jacoby's Storehouse, The Outdoor Store, KHUM/KSLG, and The Arcata Eye.