

The San Diego Union-Tribune

San Diego getting new outdoor movies, classes and events as shopping centers embrace ‘streetail’

Local retail centers are adopting al fresco concepts as summer gets into full swing

By BRITTANY MEILING JULY 31, 2020 | 5:30 AM

As sidewalks in San Diego begin spilling over with canopies, tables and diners enjoying new outdoor options, shopping malls and retail centers — badly hit by the pandemic — are taking note.

Retail hubs like One Paseo, Liberty Station and various shopping malls in San Diego are embracing al fresco concepts, converting empty parking lots into drive-in theaters, empty lawns into art studios, and empty streets into outdoor markets. The hope, of course, is to attract more shoppers to their stores and thereby transform retail ghost towns into bustling piazzas.



In the Arts District of Liberty Station, businesses such as SD Craft Collective and Pinot's Palette began holding its classes outside, where guests learned how to make leather sandals or paint landscapes from the lawns. YogaSix and SparkCycle began holding their classes in adjacent, open lots.

