

# Fremont neighbors roll with changes

*Street fair goes on while Beaumont-Wilshire tackles the pressures of popularity*

By **JIM REDDEN**  
*The Tribune*

As the Beaumont-Wilshire neighborhood prepares to host the 18th annual Fremont Fest on Saturday, residents and business owners along the growing retail district are facing a familiar dilemma — how to accommodate more neighbors without losing the area's small-town appeal.

"The neighborhood is trying to keep its locally owned feel while dealing with new development and increased traffic from all the people who are discovering it," said Helen Koba, communications co-chairwoman for the Beaumont Wilshire Neighborhood Association.

The group represents the Northeast neighborhood bordered by Concordia and Cully neighborhoods on the north and Grant Park to the south, and Cully and Rose City Park neighborhoods on the east and Alameda to the west.

Saturday's event will take place on Fremont between 40th and 57th avenues, where most of the businesses are located.

The festivities kick off at 10 a.m. with a kids and pets parade that will leave from the parking lot at Beaumont Middle School, 4043 N.E. Fremont St. Participants will include the school's marching band and historic cars rounded up by area businesses. Day-long activities will include live music, sidewalk sales and a kids' space featuring face-painting and games.

"Last year the pet parade had a cat, and this year we might have a small horse, if the owners think he'll enjoy it," said Christine Mallar, co-owner of Green Dog Pet Supplies, 4605 N.E. Fremont St., who is organizing the pet parade.

Fremont also is the focus of much of the neighborhood's reaction to recent development trends. New businesses and housing along and near the street are generating more traffic, causing parking shortages and increasing concerns about accidents.

A good example of the growth is Fremont Commons, a new building with small retail stores and offices at 46th and Fremont. The Beaumont Village Lofts — a mixed-use development featuring ground-floor retail and 24 condominiums on the second and third stories — is being built a few blocks to the east.

"The street has gotten busier; it's gotten harder to cross the street safely, and people coming to the area have been parking along the residential streets," said Brandon Wooters, a member of the Beaumont Business Association who works as a financial consultant at Edward Jones, 4300 N.E. Fremont St.

In response, Wooters and other neighborhood residents formed a committee with city transportation officials to develop a traffic management plan that includes new crosswalks, a lower speed limit and additional parking spaces on some residential streets.

"I've been very impressed with the response to far," Wooters said. "This is what can happen with the city, neighbors and businesses all work together."

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