

**CHEERS 2012!** NEW BEERS + RESTAURANTS TO TRY

# SanDiego®

# 50

## People You Need to Know in 2012

TIJUANA'S CELEBRITY CHEF

A HOT YOUNG ARCHITECT

TEEN HEARTTHROB

DO-GOODERS GALORE

ART DEALERS

TECH GENIUSES

1 SKI BUNNY

4 TOP CHEFS

OLYMPIANS

&

37 MORE  
SUPERSTARS!

Meet Actress  
**Carly Craig**  
2012 is going to  
be her year  
See why on pg. 54



[sandiegomagazine.com](http://sandiegomagazine.com)

JANUARY 2012 \$4.95

# San Diego Magazine's 50 People to Watch in 2012



## Mike Burnett

### Foundation For Form Architecture

Not one to shy away from a challenge, Mike Burnett seeks out the most complex kinds of real estate development projects. The urban infill stuff is often located on funky lots with zoning issues, involving redevelopment funds, community input, and affordable housing. In 2012, watch for more movement on one of his most ambitious projects yet along the 25th Street corridor in Golden Hill. He's already completed the mxd830 space, a modern, mixed-use building that, despite a dodgy location next to a Shell gas station and the 94 Freeway onramp, has attracted boutique retailers like Nest Vintage and restaurants like Counterpoint (try it for happy hour), as well as hip residents to the lofts above. Across the street, he's working on a similar project he's calling You Are Here in what's currently a chain-link-fenced, asphalt parking lot next to a church and a fire station.

**Urban vision:** "We can be pretty creative where other developers can't."