TIME TO CELEBRATE!

To commemorate the 125th anniversary of Pacific Beach, the Beach & Bay Press, in cooperation with the Pacific Beach Historical Society and Discover Pacific Beach, is honored to dedicate this edition solely to more than a century of PB history leading up to modern-day beach life. From cover to cover, you will enjoy the reflections of the past, snippets of days gone by and life as we know it today in this gem of a community. Happy 125th, Pacific Beach!

CELEBRATING 125 YEARS
OF RICH, UNIQUE HISTORY IN PACIFIC BEACH

More than a century of tradition
in the sun and sand

Above, lifeguards in 1946. Below, some beachgoers in 1929.

Courtesy photos
PACIFIC BEACH:
NO BAD DAYS! 

With its active lifestyle, casual dress code and picturesque sunsets, Pacific Beach is the quintessential Southern California beach town that beckons with the promise of “no bad days.”

city within a city, a hip, urban neighborhood cradled by the three B’s: beach, bay and boardwalk; and three S’s: surf, sand and sun. Infinite possibilities are packed into PB’s five square miles, with more than 1,400 unique businesses, magnet schools coveted for their music programs, parks, miles of paths for walking and biking and access to limitless leisure activities on and around the water.

From Ocean Front Walk to Interstate 5, an eclectic mix of parks and recreation, commercial and residential nooks blend to make up the neighborhood that 40,000 people call home and millions visit year after year. A broad cross-section of local, national and inter-

national families, students, travelers, retirees, fitness buff, water-sport fanatics and everyday beachcombers flock to Pacific Beach for its unique setting and experiences. To accommodate PB’s popularity, the local hospitality scene rolls out the red carpet 24/7.

“We have places that have been here for decades and attract return families year after year to the point where their children are now bringing their children Crystal Pier, Pacific Beach rolls east to the Pacific Beach/Taylor Branch Library, the pulse of the community that, since its start 125 years ago, has gone from a dust bowl to a vibrant, bustling Southern California beach town.

To celebrate the memories, milestones and fun facts that are the fabric of the community, the Beach & Bay Press, Pacific Beach Historical Society (PBHS) and Discover Pacific Beach got together to light the candles for PB’s 125th birthday.

The information used to establish timelines, key events, players and historic photos was provided in large by author and historian John Fry, co-founder of the PBHS; longtime resident and community activist Eve Small Anderson; the gang at the Old Mission Beach Athletic Club (OMBAC); staff at the Pacific Beach/Taylor Branch Library; and San Diego Lifeguard Services.

We hope you enjoy this commemorative 125th anniversary issue honoring Pacific Beach, San Diego’s jewel of a beach town.
27 Tips to Drive up the Sale Price of your Home

SAN DIEGO. Because your home may well be your largest asset, selling it is probably one of the most important decisions you will make in your life. And once you have made that decision, you’ll want to sell your home for the highest price in the shortest time possible without compromising your sanity. Before you place your home on the market, here is a way to help you to be prepared as possible.

To assist home sellers, a new industry report has just been released called “27 Valuable Tips That You Should Know to Get Your Home Sold Fast and for Top Dollar.” It tackles the important issues you need to know to make your home competitive in today’s tough, aggressive marketplace.

In this report you’ll discover how to avoid financial disaster when selling your home. Using a common-sense approach you will get straight facts about what can make or break the sale of your home.

You owe it to yourself to learn these important tips will give you the competitive edge to get your home sold fast and for the most amount of money.

To hear a brief recorded message about how to order your FREE copy of this report, call toll-free 1-800-276-0763 and enter 1023. You can call any time, 24 hours a day, 7 days a week. Get your free special report NOW.

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Did you know that your home may be your single most important asset? You owe it to yourself to learn how to get the most amount of money when you place your home on the market.

You will discover how you can:

- Get your home sold fast
- Avoid financial disaster when selling your home
- Get a fair price for your home

In this report you’ll discover how to:

- Avoid common mistakes home sellers make when selling their home
- Find the right real estate professional who can help you sell your home
- Negotiate effectively with the buyer and seller

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Let’s talk about what can make or break the sale of your home.

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The Birth of Pacific Beach: 1885 -1925

BY PATRICIA WALSH

It’s hard to imagine that Pacific Beach was once a tough sell to newcomers. Just 125 years ago, the neighborhood got its start two years after the transcontinental railroad reached San Diego. In December 1887, a group of land speculators saw an opportunity where there was open space and formed the Pacific Beach Company to sell 24-by-125-foot lots.

Sales got off to a brisk start, and within a year, the foundation was laid for the San Diego College of Arts and Letters, San Diego’s first institution of higher education. Like the horse racetrack and asbestos mine that followed, the college and the boom of the 1880s was short lived. Property sales fizzled. The college was sold to pay debts, and many who invested during the initial land offering lost their lots and left town. Empty land was prepped for planting lemon trees. In 1895, Pacific Beach was a grove of citrus trees.

THE SAN DIEGO COLLEGE OF ARTS and Letters was built in 1888 on 16 acres at the center of the community. The first lots in Pacific Beach were sold on Dec. 12, 1887. Photo courtesy of the San Diego Historical Society

1887
Dec. 12 — Pacific Beach Company offers its first 24-by-125-foot lots for sale

1888
First passengers arrive in Pacific Beach on San Diego and Old Town Railway

PB Community Church (now Presbyterian Church) forms, members meet in homes

American Driving Park racetrack (now the site of Mossy Ford) opens for horse racing with grandstand, stables, clubhouse

First child born in Pacific Beach is a girl, Florence Woodworth, to the train conductor and his wife

1889
Presbyterian Church dedicates building at corner of Jewel Street and Garnet Avenue

Brickyard established in Rose Canyon, lasts until Interstate 5 is built

1890
Six ladies of Morning Wrapper Club meet at home of Rose Hartwick Thorpe. It becomes PB Reading Club and, eventually, Pacific Beach Woman’s Club, which establishes the first library

1895
Pacific Beach’s east-west street names are changed from states to gemstones. North-south street names are changed from numbers to statesmen

1898
La B. Jennings of Point Loma is first school marm. She has 22 students in grades 1-6, and earns $10 a month

1892
40 acres of land prepared for planting lemon trees. By 1895, some 30,000 citrus trees bear fruit

1900
Pacific Beach’s east-west street names are changed from states to gemstones. North-south street names are changed from numbers to statesmen

1902
Wilbur and Murtrie Folsom purchase college grounds for $15,000. Building becomes Hotel Balboa, which closes in 1905

1910
College grounds become the San Diego Army and Navy Academy prep school with 13 students. At its high point, “West Point of the West” had 500 students

1911
The Pacific Beach Woman’s Club — known today as Hornblend Hall — is built

1913
Mrs. Victor Hinkle becomes the first librarian at the Pacific Beach library.

1914
Bridge built from Ocean Beach to Pacific Beach built to encourage land sales

Kate Olivia Sessions moves to Pacific Beach

1910

cont’d on page 6

F.E. Patterson took this photo of the driving of the “Last Spike,” connecting the railroad to La Jolla, on March 15, 1894. The lady wielding the hammer was persuaded to emerge from a nearby hotel lobby for the occasion.

Photo courtesy of the San Diego Historical Society

THIS FABULOUS F.E. PATTERSON shot was taken at the foot of Kendall Street. “False Bay,” as Mission Bay was once known, was renamed by poet Rose Hartwick Thorpe, and this area — in the early part of the century — was known as “The Plunge.” Point Loma is hazily visible in the background.

4 THURSDAY, FEBRUARY 28, 2013 PACIFIC BEACH 125th Anniversary Special
ROLEX DEEPSEA CHALLENGE

THE WATCH THAT DIVED TO THE DEEPEST REACHES OF THE OCEANS.
ON DISPLAY AT BEN BRIDGE
FROM FRIDAY, MARCH 1ST THROUGH MONDAY, MARCH 11TH.
By the turn of the century, the community re-established its footing. Frederick Tudor Scripps and his wife ushered in the 20th century in Pacific Beach when they built their estate, Braemar, now the site of the Catamaran Resort and Spa. The old college grounds became the San Diego Army & Navy Academy, a prep school. In 1913, a bridge was built from Ocean Beach to Mission Bay to encourage land sales.

Legacies from Pacific Beach’s start-stop beginning are evident around the neighborhood today. In his book, “A Short History of Pacific Beach,” author and historian John Fry, co-founder of the Pacific Beach Historical Society, captures the birth of Pacific Beach. He tells how Mission Bay — originally known as False Bay — got its name from a poem written by Rose Hart-wick Thorpe. Her home was where the ladies of the Morning Wrapper Club met. The group became a reading club, which gave start to the Pacific Beach library and to the Pacific Beach Woman’s Club, which at one time met at Braemar in the music room, which has been preserved as Rose Creek Cottage.

Perhaps the most enduring legacy from Pacific Beach’s inaugural decades is that of a young woman who moved to the neighborhood from San Francisco in 1914. Kate Olivia Sessions (shown at left), the forward-thinking horticulturist known as “The Mother of Balboa Park,” lived on Los Altos Road and had a flower shop at the foot of Soledad Mountain Road. Her passion for all things green created San Diego’s flora and parks, most notably Balboa Park and Kate Sessions Park.

If Sessions were here today to take in the vista of the city and ocean from her namesake park, her heart might skip a beat at the sight of the canopy of lavender that blossoms every June from jacarandas, the sandy soil tree she imported to San Diego.

Her spirits might also soar one more time at the splendor of the Pacific Beach Community Garden and edible oasis with a waiting list that, like Sessions’ parks and greenery, flourishes with abandon in urban jungle.
Happy 125th Anniversary Pacific Beach!

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Dylan Posey
Kiwanis Student of the Month

Dylan Posey is February’s “Kiwanis Student of the Month”. He is a third grader at Kate Sessions Elementary and was chosen because he most represented his school through his organization, leadership and as an excellent student.

Dylan was honored by the Kiwanis Club of Pacific Beach and Brian McMullen of Allstate P.B. with breakfast at Broken Yolk, a certificate and movie tickets. Pictured left to right is: Cari Hall, Brady and Denise Posey, Principal Susan DeVicariis, Brian McMullen, Skyler & Dylan Posey.

Happy 125th Birthday Pacific Beach!

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Celebrating our 40th Year in Pacific Beach
The Early Days: 1926 - 1940

BY PATRICIA WALKH

The Giant Dipper roller coaster — built by sugar magnate John D. Spreckels — and the Natatorium, what was then the world’s largest saltwater pool.

Earl Taylor, a Kansas transplant, was the visionary behind the new pier. Over time, Taylor and his son, Vern, would leave an indelible mark on the community through real estate, development and philanthropy. Crystal Pier — originally known as Pickering’s Pier — created high hopes for the business-minded. As author and historian John Fry writes in his book, “A Short History of Crystal Pier,” it brought about a new and competing chamber of commerce made a full-court press to bring inland residents to the shoreline for the Fourth of July weekend. “Greatest Holiday Celebration Ever Held at Mission Beach Starts This Afternoon” was the caption under a photo of bathing beauties in one newspaper. A competing ad for Crystal Pier touted a free fireworks display, and dancing every night and Sunday afternoon. Away from the seaside attractions, building blocks of the neighborhood were on the rise. A new junior high school opened to usher in the 1930s and a causeway was built across Mission Bay. Kate Sessions, who designed the landscaping, convinced the city to set aside 79.1 acres for a park on Soledad Mountain Road.

Belmont Park was, and is, a popular place to see and be seen. Photo courtesy of the Pacific Beach Historical Society

1926
Crystal Ballroom built on Crystal Pier, still under construction, holds a grand opening

1927
Crystal Pier officially opens, closes a year later due to structural issues

1929
Crystal Pier reopens

1930
ZLAC Rowing Club — established in 1892 — debuts clubhouse and dock built on northern shore of Mission Bay. Kate Sessions designs landscaping

1931
Caesarea across Mission Bay opens

1932
ZLAC Rowing Club opens, today site of PB High School

1935
At Kate Sessions’ urging, city sets aside 79.1 acres for a park on Soledad Road; it is originally named Soledad Terrace Park

1936
SD Army and Navy Academy becomes Brown Military Academy; Crystal Pier reopens

1937
500 people celebrate Kate Sessions’ birthday and the 50th anniversary of Pacific Beach

1940
The 50th anniversary of Crystal Pier officially opens, today site of PB Pacific Beach Jr. High School

When it emerged in the 1920s as a neighborhood and a visitor destination, Pacific Beach was a dusty swath of unpaved roads and wildflowers. The beach area blossomed with the building of a pier, complete with a midway area and ballroom and the construction of a rollercoaster and amusement park.

John D. Spreckels, the empire builder who, at one point, owned the streetcar system, San Diego’s daily newspaper and the Hotel del Coronado, built the Giant Dipper Rollercoaster and Natatorium, what was then the world’s largest saltwater pool.

Earl Taylor, a Kansas transplant, was the visionary behind the new pier. Over time, Taylor and his son, Vern, would leave an indelible mark on the community through real estate, development and philanthropy. Crystal Pier — originally known as Pickering’s Pier — created high hopes for the business-minded. As author and historian John Fry writes in his book, “A Short History of Crystal Pier,” it brought about a new and competing chamber of commerce made a full-court press to bring inland residents to the shoreline for the Fourth of July weekend. “Greatest Holiday Celebration Ever Held at Mission Beach Starts This Afternoon” was the caption under a photo of bathing beauties in one newspaper. A competing ad for Crystal Pier touted a free fireworks display, and dancing every night and Sunday afternoon. Away from the seaside attractions, building blocks of the neighborhood were on the rise. A new junior high school opened to usher in the 1930s and a causeway was built across Mission Bay. Kate Sessions, who designed the landscaping, convinced the city to set aside 79.1 acres for a park on Soledad Mountain Road.

BEACH BLANKET BINGO
Annually, between 4 and 6 million people arrive on the sands of Pacific Beach, according to lifeguard representative Lt. Nick Lerma. For lifeguards, that means 600 to 1200 rescues a year. In addition to saving people, lifeguards are engaged in 40,000 to 50,000 preventive acts annually. “Basically, we’re keeping people from needing to be rescued,” Lerma said. “It’s everything from having a boat to ‘move outside surf line,’ warning beachgoers away from rip currents and telling groups of young husky males to stop playing football in a crowded area.”

4/4,000
The number of bar-coded items like books and DVDs in circulation at the Pacific Beach/Taylor Branch Library. Juvenile materials constitute about 28 percent of the monthly circulation. The most frequent users of the library materials are middle-age and senior citizens (to include tourists) for leisure reading, children for school assignments and parents borrowing picture books for preschoolers. College students also use the library to study. More and more people are turning to the library for computer-related needs, including access to the Internet and word processing, making the nine public computers in the library a hot commodity.

Hooked
The first Rubio’s restaurant opened as a walk-up stand in 1983 on Mission Bay Drive with fish tacos and French fries on the menu. When he opened the restaurant, then-college student Ralph Rubio was the first person to introduce America to the fish taco he first tried in Baja California. The fries didn’t last, but Rubio’s did and today restaurants in five western states have sold more than 150 million tacos.

Orchids & Onions
Architecture in the beach communities has received its fair share of Orchid & Award nominations from the San Diego Architectural Foundation. Orchid: In 1988 Sally Bay near the Catamaran Resort & Spa earned an Orchid Award for environmental solutions. The judges applauded the replenishment of eelgrass and replacement of sand, and stated a renewed faith in government for the return of a public beach to the public.
San Diego’s largest thrift, estate and garage sale
The 86th annual Thursday Club Rummage Sale will be held Saturday, March 9, from 9 a.m. to 4 p.m., and Sunday, March 10, from 10 a.m. to 2 p.m. in the large Balboa Park Activity Center. All proceeds will benefit 20 Balboa Park and local community charities and organizations from children to the elderly, health, veterans, arts, life skills, animals, nature and education.

The Thursday Club, started in 1921, is a non-profit, volunteer organization of more than 300 women. Our goal is to promote educational, cultural, social, moral and civic activities. The Rummage Sale is our biggest annual fundraiser with proceeds of more than $110,000 each year helping San Diego organizations fulfill financial needs.

All of our items (from basement bargains to the unique) and hundreds of hours are donated by our members. There will be thousands of items and bargains galore. Free admission and lots of parking.

For more information or to make a donation call (619) 224-5264; or www.thethursdayclub.org

Thursday Club
86th Annual

RUMMAGE SALE
Sat. March 9th & Sun. March 10th
9 a.m. - 4 p.m. 10 a.m. - 2 p.m.
Balboa Park Activity Center
(near Veterans Museum/Park Blvd. & President’s Way)

Free Admission & Parking

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Discover a world of possibilities right outside your front door. Explore a full-service retirement community of lush acreage and magical ocean views. Celebrating its golden anniversary, Wesley Palms is a stunning Southern California location where you can cultivate your interests, pursue your aspirations and create the retirement experience that’s right for you. Our exceptional staff is here for you and our services and amenities are first class.

Enjoy our art gallery, life-long learning classes, exquisite dining services, performance auditorium and our newly remodeled common areas.

Choose independent living in our tower or one of the dozens of cottages that dot our 35-plus acre campus. If you ever need help with day-to-day activities, our assisted living apartments or Courtyard catered living cottages are ready. And coming soon is Summer House, our memory care support neighborhood featuring 22 cottages within a beautiful, protected, sun-filled private courtyard. Come to Wesley Palms and start enjoying all the freedom, fun and peace of mind of San Diego retirement living.

Visit us online at www.wesleypalms.org or 858-274-4110.

Birds Are Calling.

It’s 6:30 AM and Mary Warner is out her
cottage door again. The retired professor is
making her rounds of the lush greenbelts of
Wesley Palms. With binoculars in hand, she’s
looking to spot the Black Phoebe she hears.

As a teacher of childhood development,
Mary fell in love with children’s sense of awe
and wonder for the world. It’s clear she learned
a thing or two from them.

“Find your joy and muse and stick with it,”
she says smiling.

To learn how Wesley Palms can inspire your
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WESLEY PALMS A full-service, pet friendly
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POSSIBLY THE OLDEST PUBLIC FACILITY AT THE BEACH, the Pacific Beach Woman’s Clubhouse continues to serve the community as it looked in 1938 and right, as it appears today.

Mission Beach Women’s Club seeks donations for community event

MARIKO LAMB | BEACH & BAY PRESS

The ladies of the Mission Beach Women’s Club (MBWC) are seeking donations for the charitable organization’s upcoming community fundraiser on April 6, which will benefit a worthy and influential San Diego-based youth advocacy organization dedicated to getting homeless children off the streets.

The women’s community service group — which prioritizes charitable endeavors that focus on helping children, women, families and the community — will raise funds for the San Diego chapter of StandUp for Kids, a nonprofit organization dedicated to ending the cycle of youth homelessness in America.

After collecting applications from various organizations in the community, clubchairwoman Cathy Fillmore and her dedicated team of board members determined that StandUp for Kids was this year’s deserving recipient for the club’s ninth annual event.

“It was a very hard choice to make, but collectively, we really wanted to see the money go where there is the most need and benefits women or children, which is an absolute prerequisite of any recipient for our fundraiser,” said Fillmore.

“All funds raised from the event will go to support abused and abandoned children living on the streets of San Diego by providing basic necessities, education and job training and funds for the nonprofit’s “Send a Kid Home” program, which helps reunite children with a loving family member or friend who can provide shelter and support.

For the upcoming event, the Women’s Club is seeking 100 percent tax-deductible monetary donations, as well as donations of bottles of liquor, including wine, schnapps or liquor for game prizes.

Checks can be made out to MBWC Foundation and mailed to MBWC, 840 Santa Clara Place, San Diego, 92109. Call (858) 488-2628 for more information.

Pacific Beach Fun Facts cont’d

ORCHIDS & ONIONS

Onion: In 1994, the jury turned up its nose at Hamel’s Action Sports Center. Ray and Dan Hamel received the one and only ever “Stinky Onion” award for their building’s faux-medieval-castle architecture. Ray reportedly told the judges they caught them off guard as they were still renovating a 1915 fishing and hunting lodge in the castle.

ENGENDERED DEBATE

San Diego’s first-ever unisex bathrooms in the beach area caused quite a stir when they opened at Faneuil Street Park.

200,000

The estimated number of people who descended on Pacific Beach in 2005 for the 30th annual block party. No one could have predicted — or planned for — the impact of San Diego State University’s graduation occurring on the same weekend.

UP IN THE AIR

Spectacular aerial shots of PB by the late photographer Howard Rozelle fill pages of the book “Images of America Pacific Beach” by John Fry.

GREEN FLASH

Not a super hero, but that fraction-of-a-second atmospheric occurrence at sunset that results in a flash of green when the sun dips from the horizon into the ocean. High pressure Santa Ana weather conditions are the best time to catch a glimpse of the elusive flash, so look west and wait.

French Gourmet building now stands at 940 Turquoise St. Before picture shows homes in 1945.

Pacific Beach 125th Anniversary Special

“Images of America Pacific Beach.”

A CROWD ASSEMBLES FOR THE OFFICIAL OPENING OF CRYSTAL PIER on April 8, 1926. The pier itself would take another year to complete, but the offices were done and the Nettleship-Tye Company wanted to get about the business of attracting buyers to their Palisades home sites. The Clark Brothers Ocean Beach dance band sits near the flag. The surfboard of Charles Wright, who demonstrated the sport, leans against the wall next to the flag. Courtesy photo by the San Diego Historical Society.
Porter’s Pub is one of La Jolla’s best hidden secrets

While it’s known for its exceptional musical acts and microbrews, what people may not know is that this when you visit this pub, you will be getting not only a great drink and some fabulous musical entertainment but, as the owner Stefan says, “You come here, you’re gonna get love!” This bar cares about people, cares about musicians, and cares if you’re having a bad day.

Established in 1993 in the heart of UCSD, Porter’s Pub has become a local landmark. Committed to staying with the current trends, they have a beer list of over 400 brands that is constantly updated with new pears from local breweries. As part of the college community, they host events for numerous clubs and promotions held by UCSD students in addition to musical entertainment, comedy, theater and art galleries with local and world class artists. Come in today and try their Craft Beers paired with the perfect meal. Porter’s Pub is located on UCSD Campus at 105 Eucalyptus Grove Lane.

Contact them by email at booking@porterspub.com

SAN DIEGO’S HOTTEST
LIVE MUSIC!

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WWW.PORTERSFUB.COM
FOR OUR UP-COMING
LIVE MUSIC!

PORTER’S PUB EVENT CALENDAR

Saturday March 2nd – 8:00 pm
Joshua Young & The Big Scare
Saturday March 9th – 8:00 pm
Nico & the Chain Gang
Sunday March 10th – 5:00 pm
Will Gorman’s Tour
Sunday March 17th – 8:00 pm
Greensky Bluegrass

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The Old Town Chamber of Commerce is teaming up with PGA Hall of Famer Billy Casper to proclaim the Café Coyote Historic Old Town Golf Classic at the Salt Creek Golf Club on March 18, with all proceeds going toward restoring the fourth grade history program in Old Town San Diego.

For more than 20 years, PGA professional golfer Billy Casper has raised funds for kids in San Diego. Casper is a World Golf Hall of Fame member, winner of two U.S. Open Tournaments, winner of the 1970 Master’s Tournament and holds the record for the most points scored for the USA Ryder Cup team. Through his organization, Billy’s Kids, he has raised more than 20 million dollars.

Sponsored by Café Coyote, the goal of the tournament is to raise $40,000 to bring back the thousands of San Diego County students that would typically come to Old Town each year. The history program for fourth graders was part of the elementary school Off-Campus Integrated Learning Experiences, which was cut by the San Diego Unified School District in 2010 because of budget constraints.

“Bringing fourth graders back to Old Town is a high priority for the chamber and we are thrilled that Billy Casper is able to help us with this goal,” stated Chamber President Fred Grand. “We want the students to have the opportunity to visit Old Town and learn about the rich history of our state.”

The fourth grade program could be restored for as little as $3 per student -- the cost to transport the student to Old Town. All educational components of the program would be executed by volunteers and various organizations in Old Town including Old Town San Diego State Historic Park. Other sponsors of the tournament include Bazaar Del Mundo, the Best Western Plus Hacienda Hotel Old Town, Fiesta de Reyes, the Mormon Battalion Historic Site, Old Town San Diego Guide, Old Town Trolley and Seal Tours, the San Diego Chargers, San Diego PR, the Steve Affleck Family, and Syco, to name a few.

Sponsorships for the tournament are still available. For inquiries about sponsorship, contact Old Town Chamber Executive Director Richard Stagner at OTCB@Gmail.com. The golf tournament will also include a silent auction and raffle to raise additional funds and dinner will be provided by Old Town’s Fiesta de Reyes.

For more information about Old Town and its Chamber of Commerce visit oldtownsandiego.org or call 619-291-4903.

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Rise of a Community: 1941-1969

BY PATRICIA WALSH

The population of Pacific Beach exploded five-fold during World War II as families migrated west to be near military facilities like the artillery unit on Chamet Street in Bird Rock. To accommodate the newcomers, three government housing projects were built in Pacific Beach—Bayview Terrace, Los Altos and Cyanne on Crown Point.

In “A Short History of Pacific Beach” by PB historian John Fry, then-resident Margaret Evans shared her memories of the war years: “The first thing that happened was the disappearance of all our Japanese. Next was the rapid construction of all sorts of army installations... every vacant lot had something khaki on it. That spring, after Pearl Harbor, we were all pretty skittish... we had a few blackouts and... barrage balloons. There were army encampments all over the beach and a gun emplacement at Bird Rock that kept plates dancing on shelves for months.”

Wartime was not without creature comforts in Pacific Beach. The Roxy Theater opened in 1943, and the rhythm of daily life included home delivery of breads and sweets from Mrs. Conkling’s Bakery.

After the war, Pacific Beach enjoyed a peaceful, prosperous time. To educate the growing newcomers, three government housing projects to be built in PB—Bayview Terrace, one of three government housing projects to be built in Pacific Beach, Bayview Terrace, Los Altos and Cyanne on Crown Point.

In 1940, St. Brigid’s Catholic Church, founded by Msgr. T.C. Van Veggel, Christ Lutheran Church established nearby by Rev. Quentin Garman

MARCH 24 — Kate Sessions passes away at Scripps Hospital. Salty water damages The Plunge’s filter system; the world’s largest saltwater pool becomes Southern California’s largest heated freshwater pool.

In 1945, San Diego voters approve $2 million bond to begin development of Mission Bay. Pacific Beach Junior High holds first classes at 4676 Ingraham St.

1948—Victory Lanes Bowling Alley opens, lasts 20 years Pacific Beach Christian Church dedicated by The Rev. Dan Griffith

1950—Pacific Beach Junior High holds first classes at 4676 Ingraham St. Kate Sessions park dedicated on 1950’s 100th birthday

1951—Catamaran Resort built on site of old Braemar Estate

1954—Old Mission Beach Athletic Club (OMBAC) formed

1957—First Pacific Beach Surf Club opened, hotels were built and brothers Ray and Dave Hamilton set up shop on Ventura Place, dispensing gear to a growing mass of beachgoers. The site of the old military academy became Pacific Plaza Shopping center with a book store, barbershops and shoe repair.

By the end of the decade, a new war was on the horizon in Vietnam and “high-rise” became fighting words in San Diego’s coastal communities setting the land-use battle of the 1970s.

San Diego Arch-•

1967

Architect Manuel Onci-•

1954

Net are common in jewelry. But •

1959

BUT WHAT’S A FELSPAR?

1943

Hamel’s at Ventura Place and Ocean-•

1960

1964

SeaWorld opens in Mission Bay

1979 to 1987, and served two

1966

The Mike Gotch Memorial Bridge dedicated in 2012 connects Pacific Beach Drive to the bikeway at North Mission Bay Drive next to Rose Creek. Gotch, who passed away in 1988, was a Mission Beach resident who was president of the Mission Beach Town Council, City Councilman for District 6 from 1979 to 1987, and served two terms from 1990-94 in California Assembly Districts 78 and 76, which encompassed Mission Beach and Pacific Beach. The 260-foot bridge creates a scenic route and offers a safe, pedestrian- and bicycle-only alternative to using Grand Avenue.

HISTORY LESSON

The north-south streets of PB are named after recognizable gems. Turquoise, Sapphire, Tourmaline, Opal, Diamond, Emerald and Garnet are common in jewelry. But what is a Felspar? Or is it Feldspar?

NATURE INSPIRED

The Pacific Beach/Taylor Branch Library takes its inspiration from the ocean, Architect Manuel Oncina designed the building to resemble the shape of a nautilus shell. While the shell motif is best seen from overhead, its inspiration can be seen throughout the library and grounds.

1960

Brothers Ray and Dan Hamel open Hamel’s at Ventura Place and Ocean-Front Walk, where they rent gear to beachgoers. In 1994, their black castle building earns a “Stinky Onion Award” from the San Diego Architecture Society.
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More than any other period in history, the years bracketed by 1970 and 1989 have had the most impact on Pacific Beach as we know it today. The cry of activism that swept the nation in the 1970s came to Pacific Beach in the form of land use. The battle of “Mission Beach, Not Miami Beach” started when high-rise hotels were proposed at the foot of Garnet Avenue and on San Juan Court in Mission Beach.

When a 12-story building went up in 1970 on Cass and Wilbur streets, the Pacific Beach Town Council (PBTC) took action and called for a two-year moratorium limiting coastal construction to 50 feet. Two years later, voters citywide passed Proposition D, giving San Diego’s coastal communities a 30-foot height limit and uncompromised ocean views enjoyed today.

The spirit of community spilled into the streets during the nation’s bicentennial year in 1976, when Eve Smull Anderson founded Pacific Beach’s block party.

“It was a family affair,” Anderson said. “Garnet Avenue was closed for a day between Mission and Cass. We even had little old ladies quilting in the middle of the street.” Change gave purpose to the history of Pacific Beach, and San Diego State University alum John Fry and photographer Howard Rozelle took action and formed the Pacific Beach Historical Society.

By the 1980s, a wave of revitalization and development swept across the beach town. Wartime icons like the Roxy Theater went out of business, and the way of dinosaurs. Older homes were renovated and multi-use specialty shopping centers became anchors in the neighborhood. Vern Taylor, the son of Crystal Pier visionary Earl Taylor, began to develop the land he had been buying since he was in the Army during World War II. The Promenade, Pacific Plaza and Pacific Plaza II quickly filled in with businesses. Neighborhood pride played out in the park when Concerts on the Green were started by Fry and sponsored by the Pacific Beach Town Council (PBTC).

Pacific Beach’s dining and entertainment scene became the talk of the town and San Diego’s hot spot for after-dark entertainment with new kids on the block like the Improvisation comedy club, Moose McGillycuddy’s night club, Diego’s and the Daily Planet. Pacific Beach had finally come into its own and was no longer known as “The Poor Man’s La Jolla.”

On the waterfront, the tides of change shaped bay and ocean access. From Crown Point to South Mission Beach, private piers on Sail Bay came down to make way for public access. A heated debate erupted over turning Ocean Boulevard into a promenade. The street was soon closed to traffic.

Front Walk was built and became a destination unto itself. Crown Point and Vacation Isle were connected when City Councilman Mike Gotch dedicated the Ingraham Street Bridge.

As the 1980s came to a close, Pacific Beach paused in 1987 to celebrate its accomplishments and a centennial year. PBTC preserved history by saving a part of the old Braemar estate and moving Rose Creek Cottage to land donated by the Navy. Vern Taylor looked to the future when he and wife Mary F. Taylor, sister Erma Taylor O’Brien, and her husband, Farley O’Brien, donated $3.5 million to build the old Farmain Elementary School site on Cass Street between Thomas and Reed streets for the purpose of building a new library.

After they bought the land, the city said it had no money to build, so they gave another $3 million to build a library in honor of their parents, Earl and Birdie Taylor.

Crystal Pier has remained community’s iconic draw

If there’s one thing that’s stood the test of time in Pacific Beach, it’s Crystal Pier. The iconic San Diego landmark has survived storms, runaway barges, sea barnacles and economic downturns to be a celebrated destination within a destination. Like a floating stage over the ocean, Crystal Pier offers a place to cast a line, take a walk or “sleep over the ocean” in a quaint Cape Cod-style cottage.

In his book “A Short History of Crystal Pier,” John Fry writes about Earl Taylor, a Kansas native who arrived in Pacific Beach in 1923, the visionary behind the pier. Taylor convinced Ernest Pickering, who had developed piers in Santa Monica and Venice, to build the pier, which, for a short while, was known as Pickering’s Pier. When Pickering backed out of the deal, Neil Nettleship took over the project, heralding it to its opening in 1926. It was a marvel of engineering and entertainment complete with a midway, and ballroom with a cork-lined dance floor. The music and dancing were short lived when it was discovered that the pier’s piling weren’t properly treated and had become a feast for marine borers and the pier was closed for nearly 10 years as legal battles ensued.

1970

The Giant Dipper roller coaster and park fall into disrepair and are closed

PB Block Party started by Eve Smull

1976

Pacific Beach Historical Society is co-founded by John Fry and Howard Rozelle

1979

Huge storm with high surf dips away 250 feet of the seaward end of Crystal Pier; 20 cottages temporarily closed

Construction on boardwalk north of Crystal Pier begins, done in 1984

1980

1983

1987

Construction of Oceanfront Walk south of Crystal Pier begins

The wooden Giant Dipper rollercoaster, not in operation, is designated a National Historic Landmark by the U.S. Interior Department. More than 40,000 signed a petition requesting the designation Pacific Beach celebrates its centennial. Community projects take shape
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With a reputation for howdy behavior of spectators and teams with off-color names, Over The Line is San Diego’s good-natured golden child that has a well-deserved bad-boy claim to fame. To understand OTL is to know what it’s like to go party at the beach where a sporting event breaks out.

Over the Line began in 1953 when the volleyball courts at Old Mission Beach were so crowded someone had to come up with another game. Ron LaPolice, Ed Teagle (both now deceased) and Mike Curren invented the three-man beach-baseball game in which there is no base running. LaPolice paced off the court. Empty beer cans and seaweed were used for boundaries and a San Diego tradition, celebrating its 60th year, was born.

In the early days, OTL was an eight-team round robin, which grew into today’s 1,600 team double-elimination event held over two weekends in July on Fiesta Island. This year’s diamond anniversary tournament will be hosted — as always — by the Old Mission Beach Athletic Club (OMBAC) on the weekends of July 13-14 and July 20-21. Tom Smith is the event’s chairman. OTL founder Curren and Don Peterson are co-chairs. Players from half the U.S. are scheduled to compete, with 60,000 spectators turning out over two weekends.

As the popularity of the game as grown, its location has moved. OTL was first held in North Mission Beach. It later moved to South Mission Beach and Mariner’s Point. When it was relocated to Fiesta Island in 1973, more fields meant more players, more divisions and women’s teams.

How do you play Over-The-Line? The “rules” for OTL have been explained many times over the years. Perhaps none better than by Curry Kirkpatrick, who wrote a story in 1975 for Sports Illustrated magazine titled: “They’ve stepped way over the line.”

Over The Line is simply a softball game played on the beach by three-person teams that are invariably in some stage of undress and inebriation. The team at bat furnishes its own pitcher, who sits a few feet to the side and tosses the ball to the hitter. The result is sort of a two-person fungo. There is no base running because there are no bases. The object is to hit the ball on the fly over a line about 20 yards in front of the batter and into a court about 22 yards wide that extends indefinitely.

The three fields on the opposing team patrol the court in various defensive formations — only women are allowed to wear gloves — and attempt to make putouts by catching the ball on the fly. There are two kinds of hits — singles and occasional home runs, when the ball goes past the deepest fielder.

The only other rules to worry about are three outs to an inning, five innings to a game and no throwing beer cans or disrobing completely on the playing field. These last two rules were made to be broken.

OTL can be naughty, but fun two-weekend tradition

BY PATRICIA WALSH

Mike Curren, one of OTL’s founders, still swinging for the fences

Mike Curren, aka Mr. OTL, holds court at The Beachcomber. Photo by Patricia Walsh | Beach & Bay Press

Mike Curren was 22 years old and just a few months out of the Army when he and his buddies invented Over The Line (OTL), San Diego’s signature beach-baseball game. Now an octogenarian, Curren admits he can’t do a lot of things he did in his youth. “But,” he said, “I can still have fun.”

“I get the impression you’re looking for wild stuff. We’re not a bunch of buffoons conducting an orgy. This is an athletic event.”

The 82-year-old is sitting at bar in The Beachcomber drinking a bottle of Miller. The first meeting of the year to plan the 60th OTL Championship has just adjourned. The Irishman has a twinkle in his eyes and subtle by permanent upward turn of a smile etched on his face. He takes a swig of beer and shares a philosophy that he has lived by for years: “You can’t drink all day unless you start early.”

Curren said he doesn’t go to funerals or wakes. “If you’re gonna honor someone, he oughta be there,” said Curren.

On his 75th birthday, Curren held his own wake. More than 300 people showed up at the Qualcomm Stadium practice field. “If I’m alive at 100, I’ll throw another party,” he said.

A land surveyor by profession, Curren still works three days a week. “I’m in the process of trying to retire,” he said. “I’m tired of climbing rocks and tired of government agencies.”

He lives with his significant other, Helen Duffy, and has three adult children. Curren sees his hometown as two different places. “San Diego County is obviously in Southern California, but it’s not the beach,” he said. “The beach is where OTL and the Old Mission Beach Athletic Club (OMBAC) were born.”

“The spirit of the beach really is OMBAC,” he said. “Our attitude is, if it’s not any fun, we’re not doing it.”

Curren is a staunch defender of OTL as a sport, even though the event has a reputation for the immuno that comes with the barely-covered bodies at the games. In 1975, he took one for the team when a reporter from Sports Illustrated came to town to write a story.

“Why are you doing this article?” he asked the reporter. “I get the impression you’re looking for wild stuff. We’re not a bunch of buffoons conducting an orgy. This is an athletic event.” Duffy echoes the sentiment. “OTL is not just about hooking up,” she said. “People who haven’t availed themselves to watching OTL don’t know the game. My favorite time is 4 p.m. on the second Saturday. Twilight is coming to the beach, the stillness is over and the good players are still playing.”
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Here are a few of the planning group’s accomplishments in 2012 and updates on ongoing projects that are expected to affect area residents for years to come.

RECREATION AND PUBLIC PARKS

The Pacific Beach Boardwalk and Parks Neighborhood District project — a conceptual redevelopment plan for south Pacific Beach’s oceanfront boardwalk between Grand Avenue and Pacific Beach Drive — continues to drive forward as a number of dedicated community leaders put in hundreds of volunteer hours and take steps to ensure the community-inspired urban revitalization plan comes to fruition.

In November, the PBPG submitted the plan to the city as a priority in the capital improvements project (CIP) budget for fiscal year 2014.

“It is a long shot for them to use their CIP dollars on PB parks, but it certainly got the attention of the city of San Diego staff. Now they know things are happening in PB, and we are all in agreement with their plan,” said Chris Olson, who spearheaded the project.

In January, the City Council selected the project as one of five to be submitted for a $400,000 San Diego Association of Governments (SANDAG) planning grant to further develop the concept, schematic design, required analyses and implementation plan. The City Council and District 2 City Councilman Kevin Faulconer also committed a total of $70,000 in staff services for the planning phase of the project.

“It’s very rare for a grassroots initiative to arise from a local group like this. The city staff was very impressed that we accomplished this on our own," said Olson. “There are a lot of good things coming on our beautiful horizon in PB.”

To promote the continued improvement of the neighborhood, the nonprofit organization Beautiful PB was launched last year by a group of residents and business owners to advocate on behalf of planning improvement projects in the community, like the boardwalk and parks project, traffic corridor and entryway improvement initiatives and, ultimately, the creation of a Community Benefit District (CBD), commonly known as a Maintenance Assessment District, by early 2014.

“With the internal support, as well as the financial support of Councilman Faulconer’s office, we are creating a ‘model block’ for the community to understand and visualize the positive impact a CBD would bring to our community,” said Kristen Victor, president of Beautiful PB.

The nonprofit is also focusing on eco-district and healthy-living components to its urban redevelopment approach, like researching energy, communitywide water and material resource reduction, safe bike lanes and pedestrian walkways, clean water and ADA access.

For more information or to take the online survey, visit www.beautifulpb.com.

BEACHES AND BAYS

Among its other projects for which the nonprofit advocates is the Mission Bay Gateway project — a regional environmental, education and recreational joint-use project for improvement around Mission Bay High School, Campiland, Rose Creek and De Anza Cove. The project got off to a great start last year with the recent addition of the Mike Gotch Memorial Bridge to enhance the biking and walkability options of the Mission Bay Park region, and committee members continue to work to ensure the area is improved smartly and for the benefit of the community and the environment.

A map and project description can be found at www.missionbaygateway.org. The project will also be presented to the Pacific Beach Town Council on Feb. 20 at 6:30 p.m. at the Pacific Beach Woman’s Club.

Also a regular agenda item over the coming year will be the North Pacific Beach lifeguard station project proposed last year where Law Street hits the sand. A planning group subcommittee has been at work over the past several months, listening to community input and understanding lifeguards’ needs for a City Council-approved facility north of Crystal Pier.

The next meeting, where the schematics will be reviewed, has not yet been scheduled. Contact Chipman at Scott@Chipman.info for more information about the Mission Bay Gateway or North PB lifeguard station projects.

PEDESTRIAN TRANSPORTATION

As the Parking and Traffic Subcommittee continues to plug away at ongoing projects like pedestrian crosswalks along Garnet Avenue, an all-way stop at Olney Street and Pacific Beach Drive and water-pipe projects and paving on Lamont and Cass streets, community requests for additional intersections into pedestrian- and bike-friendly intersections continue to roll into the subcommittee’s agenda for review.

One of the subcommittee’s biggest ongoing projects, however, is launching full-speed into its comprehensive pedestrian master plan to improve major thoroughfares and intersections for pedestrian and vehicle safety in Pacific Beach. The plan identifies key areas of concern within an area roughly spanning from the oceanfront east to Mission Bay Drive and from Turquoise Street south to Pacific Beach Drive.

A dozen recommended improvement areas include streamlined intersections and merge zones, mobility studies, trail and boardwalk improvements and pedestrian access to a future trolley station proposed at the confluence of Balboa Avenue and Santa Fe Street for the impending Mid-Coast Trolley Line. More information about the project, including a PowerPoint presentation and letter to the city’s planning division regarding details of the plan are available at www.pbplanning.org.
Centenarian Harry Bogue lived long, full life in PB

Harry E. Bogue, 100, of Pacific Beach passed away on Jan. 21 at Vista Gardens Memory Care in Vista. A resident of Pacific Beach for more than 70 years, Bogue managed Pacific Beach Lumber (later Western Lumber) for 40 years, supplying much of the lumber used in building the growing beach community.

Son of Charles and Olive Bogue, he was born Oct. 26, 1912 in the Imperial Valley and moved to Lakeside in a covered wagon. Bogue married Laura Alice Avey in 1937 and was married for six decades. The father of two, grandfather of four and great-grandfather of six, Bogue built his own home in 1938 on Diamond Street. A charter member of the Pacific Beach Lions Club in 1940, Mr. Bogue had perfect attendance at meetings for more than 60 years.

Bogue served on the board of directors of the PB Town Council and was a member of the Chamber of Commerce. The history of restaurants begins in the 1930’s and continues on to this day. 1992-current-Guava Beach in 1992. 1930’s-The Supper Club.
If a contest were to be held for San Diego’s favorite neighborhood, Pacific Beach might well wear the crown for “Most Popular.”

As a result of monumental public and private investment in the 1980s, PB grew into the quintessential beach town by day and the hub of San Diego’s dining, entertainment and nightlife after dark.

A younger crowd, a host of college students, single professionals and families settled in. Not to miss out on the party, visitors came in droves. And why not? In addition to a happening nightlife after dark, Pacific Beach is unique in that it attracts a host of college students, single professionals and families settling in, not to miss out on the party visitors came in droves. Not to miss out on the party, visitors came in droves.

“A younger crowd, a host of college students, single professionals and families settled in. Not to miss out on the party, visitors came in droves. And why not? In addition to a happening nightlife after dark, Pacific Beach is unique in that it attracts a host of college students, single professionals and families settling in, not to miss out on the party, visitors came in droves. Not to miss out on the party, visitors came in droves. And why not? In addition to a happening nightlife after dark, Pacific Beach is unique in that it attracts a host of college students, single professionals and families settling in, not to miss out on the party, visitors came in droves. Not to miss out on the party, visitors came in droves.

“Pacific Beach is in between,” said Sara Berns, executive director of Discover Pacific Beach. “There is this large, national and international community that loves Pacific Beach and calls it its beach, too. A high majority of the visitors into Pacific Beach are people from surrounding communities in the San Diego area.”

The Pacific Beach business community has responded to the popularity by creating a neighborhood and destination that keeps people coming back for more.

“Our restaurant and bar scene over the last few years is definitely evolving with the times,” Berns said. “There is more focus on the growth of craft beer and cocktail movements and gastropub-type cuisine. Popularity always comes at a price, and in Pacific Beach, there are issues. Every urban area is inherent with the territory. Traffic congestion and, in some cases, overconsumption fueled by the hubris of youth can capture headlines. But the beauty, accessibility and diversity of Pacific Beach always steal the spotlight.”

“Nowhere else in San Diego is so much outdoor space dedicated to enjoying what makes the beach community so unique. Miles of boardwalk are perfect for walking, biking or just people watching. Parks beg for blankets and picnic baskets. The ocean rolls out a thundering invitation to the surf set. On the bay side, sails unfurl in the glory of a good wind and rowers strike an unforgettable silhouette at dusk as the sky fades from blue to inky hues of purple and red before evening sets in.”

“Our beaches and bays are incomparable,” Berns said. “Being adjacent to the largest man-made aquatic park in the country makes Pacific Beach everybody’s beach.”

In 1987, when Pacific Beach marked its 100th anniversary, locals shared memories of growing up in the neighborhood during the 1920s, ’30s and ’40s. Barbara Hughes, now deceased, who chaired the centennial celebration, recorded what they had to say. Here are some excerpts:

“My brother Bill and I were born in PB and we had a happy childhood in this small town with friendly people. We lived above our parents’ grocery store at 1701 Garnet Ave. and knew almost everyone in Pacific Beach during the ’20s & ’30s.”

Elizabeth (Ravenscroft) Struthers, whose family arrived in PB before 1920

“When my family came to Pacific Beach in 1923, there were only two paved streets — Lannon and Garnet. I delivered the morning paper and my route covered all of Pacific Beach and part of Mission Beach. I had about 50 customers. We enjoyed a community dance on Friday nights at the Woman’s Club House, where most of the town came to dance and visit.”

Herman York, who came to PB in 1923

“We were one of the first families at the north end of the beach — 960 Sapphire St. There was only a Japanese truck farm between our home and the ocean. My family built the stores on Case Street south of St. Brigid’s Church and we ran the North Shore Sporting Goods in the corner shop.”

Frances P. (Leonardi) Wagner, who moved to PB in 1936

“I remember the acres and acres of wild oats growing in spring, brown in summer; the man who sold helium balloons at the corner of Garnet and Ingraham; Wamsleys Cacti Gardens and Westergard and Anderson’s fields of flowers up on the hill.”

Lois MacLeod Wagner, Pacific Beach native

Marinus (Pete) Petersen emigrated from Denmark to Pacific Beach in 1926. He first worked for Westergard Florist. Then he and...
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Sun 12-3pm Sun......1363 Caminito Diadema............5BR/4BA......$2,150,000........................Brenda Wyatt 858-777-7333
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