Welcome to Pacific Beach!

Welcome to Pacific Beach, California! Or, as the locals like to say, PB! PB has it all: the beach, the sand, the surf — and the shops, restaurants and bars!

Some 1,400 area businesses call PB home and with our pedestrian-friendly, easy-going beachside vibe, it’s easy to see why so many visitors love coming here. Looking for a few suggestions for fun things to do during your visit? That’s easy! For starters, take a stroll on the boardwalk along the Pacific Ocean and stop into a local coffeehouse. Or why not rent a bike at a PB bike shop and cruise around beautiful Mission Bay.

Afterward, be sure to grab something tasty at any of our hundreds of diverse restaurants.

From sandwiches to sushi, seafood to steaks, and everything in between, your quest for a great dining experience will be found right here in PB (sunset views included at no additional charge).

Be sure to leave your coat and tie at home as just about anywhere welcomes “PB casual” attire. Flip flops are the norm around here.

With so many fun shops, you may need to extend your vacation just to take in all of the shopping options in PB. Eclectic boutiques, salons, surf shops and more make shopping in the paradise of PB a favorite local sport. Everyone from the serious collector to the novice window shopper and even the expert bargain hunter will find what they are looking for here in PB.

Be sure to check out www.pacificbeach.org for the PB business directory as well as information on upcoming events and activities.

Enjoy your stay in PB and we hope to see you again soon.

Pacific Beach…it’s all right here!

Andy Hanshaw, executive director of Discover PB, the business improvement district for Pacific Beach. For more information, please call (858) 273-3303
Welcome to Mission Beach

Colorful, vibrant, lively. That’s Mission Beach, the ultimate laid-back Southern California beach community.

Stretching from Pacific Beach Drive in the north to the south jetty, Mission Beach is a narrow peninsula bordered by Mission Bay, a giant aquatic park, on one side and the Pacific Ocean on the other side.

Mission Beach is anchored by Belmont Park, with restaurants a food court, amusement rides, an arcade and beach clothing shops. Visitors can even try their surfing skill on an artificial curl at the Wavehouse. Belmont Park also features an athletic club and the Plunge, a historic, Olympic-size swimming pool. But the park is best known for its iconic wooden roller coaster, The Giant Dipper.

It won’t take long for guests to assume the California attitude as they lounge on the miles of sandy beaches, walk or ride bikes along the beach boardwalk or browse through the many shops lining Mission Boulevard.

Forget to pack something for the beach? Don’t worry, there are plenty of stores in Mission Beach that offer everything one could want for their seaside stay.

Gaze at the surfers and paddle boarders or sail boats, but don’t be too shy to try them yourself. There is an abundance of rental stores and businesses offering lessons in all the beach-type sports. And in the evening, dine at one of the many eclectic restaurants Mission Beach has to offer, from seafood to steaks to tastes from every corner of the world. You may even want to wander down to one of a handful of friendly neighborhood bars to mingle with the locals and soak up a little more Mission Beach flavor.

Naturally, there is a good selection of nearby hotels to choose from including three fine resort hotels. When planning ahead, you might also consider renting a condo either on the beachside or the bayside for as many days as you like.

Whether visiting for an afternoon or a month, you’ll find that Mission Beach is a great choice for a relaxing beach experience.
THREE BY LAND OR SEA

LANDLOVERS:

Offshore
2253 Morena Blvd., Bay Park
offshoretavern.com

TrueNorth
3815 30th St., North Park
trunorthtavern.com

West Coast
2895 University Ave., North Park
westcoasttavern.com

BY THE SEA:

Sandbar
718 Ventura Pl., Mission Beach
sandbarsportsgrill.com

The Tavern at the Beach
1200 Garnet Ave., Pacific Beach
tavernatthebeach.com

Brewley’s Pint
1261 Garnet Avenue, Pacific Beach
www.brewleypint.com

Serving your dining and nightlife needs with six popular San Diego venues
Welcome to La Jolla

La Jolla, San Diego’s jewel by the sea, is a world-class destination with a wide selection of things to do and see.

La Jolla has an appeal that is all its own, a special atmosphere. From the unique architecture to the high-quality boutiques to the sophisticated ambiance, La Jolla is one-of-a-kind. Once you arrive, you’ll know that this is truly a special place to visit.

First of all, the variety of top-notch hotels is amazing, whether it be a seaside inn with an ocean view or a classic setting with elite service.

When dining, select from a variety of fine establishments for exquisite cuisine or choose one of the more casual spots for tasty comfort food. You can’t go wrong. And, there’s no limit to who you might run into during your stay, from movie stars to world leaders, celebrities of all types have been known to frequent La Jolla.

La Jolla is also a shopper’s paradise, so take your time exploring the abundance of boutiques in the Village of La Jolla.

View quality art creations at one of La Jolla’s many galleries, or visit the Athenaeum music and arts library. Or pay a visit to the Museum of Contemporary Art to see some of the progressive artworks on exhibit there.

Swim in La Jolla Cove or just relax along the beach. Or tour the Sunny Jim Cave, a natural entryway to the Pacific below.

Just a bit to the north is the La Jolla Shores neighborhood. Here, you will find a small village with its own vibe. Fine restaurants, boutiques and hotels are also available in this area, along with a quaint, very clean stretch of beach. Looking for a little adventure? Try taking kayak, scuba or surf lessons from one of the many businesses that offer training here.

Further to the north is the Birch Aquarium at Scripps Institution of Oceanography. Further yet is the Torrey Pines Gliderport, and the world-renowned Torrey Pines Golf Course, a city-owned course with a breathtaking ocean view. At the very north is Torrey Pines State Reserve featuring fantastic seaside hiking trails and more spectacular vistas.

La Jolla is home to corporate research and development centers, the University of California, San Diego, Scripps Institution of Oceanography and several top-ranking hospitals.

La Jolla is truly a global destination worthy of its first-class reputation. It’s one locale not to be missed.
BEACH AREA CALENDAR

JUNE 2010

• La Jolla Playhouse presents ‘Native Voices of the Autry,’ June 5-6, www.lajollaplayhouse.org
• Rock’n’Roll Marathon, June 6, www.san-diego.competitor.com
• Coast of Pacific Beach Restaurant Walk, June 8, (858) 273-3303, pacificbeach.org
• San Diego County Fair opens, June 11, www.sdfair.com/fair
• YMCA Bay2Bay Regatta, June 12, www.peninsula.ymca.org/special-events/bay-2-bay.html
• Pacific Beach Surf Club 12th Annual Summer Longboard Classic at Tourmaline Surf Park, June 12; register via PBSC’s Facebook page or email pbsc92109@yahoo.com
• SeaWorld Summer Nights, daily starting June 18, www.seaworld.com
• La Jolla Festival of the Arts, June 26-27, www.lajollaartfestival.org

JULY 2010

• PB Concerts on the Green, 4-6:30 p.m., Sundays in July and August, Kate Sessions Park, http://www.pbconcerts.org/
• La Jolla Playhouse presents ‘Surf Report,’ through July 11, www.lajollaplayhouse.org
• Fourth of July fireworks launched from SeaWorld on Mission Bay, 9 p.m.
• La Jolla Concerts by the Sea, every Sunday in summer starting July 11, www.ljconcertsbythesea.org
• La Jolla Playhouse presents ‘A Midsummer’s Night Dream,’ July 20 – August 22, www.lajollaplayhouse.org
• Crystal Pier Kids’ Classic youth fishing derby, July 31, www.takekidsfishing.net
MTS Moves Me!

Bus to Pacific Beach!

Bus Routes 8, 9 & 27 drop you off just steps away from PB!

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www.sdmts.com
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Coronado - Rt. 901
La Jolla - Rt. 30
Imperial Beach - Rts. 933/934
Ocean Beach - Rts. 35 & 923

Score unlimited rides with a Day Pass $5.00
AUGUST 2010
• Lifeguard relay competition — TBA
• PB Concerts on the Green, 4-6:30 p.m., Sundays in July and August, Kate Sessions Park, http://www.pbconcerts.org
• La Jolla Playhouse presents ‘A Midsummer’s Night Dream,’ through Aug. 22, www.lajollaplayhouse.org
• Old Mission Beach Athletic Club OMShoes Tournament — Aug. 1, Mariner’s Point, www.ombac.org
• La Jolla Music Society’s SummerFest, August 6-27, www.ljms.org
• AFC Half Marathon, Aug. 15, www.afc-half.com
• UCSD Cancer Center Luau & Longboard Invitational, Aug. 22, www.longboardluau.org
• School Starts

SEPTEMBER 2010
• Beach & Bay Press Photo Contest - applications accepted, www.sdnews.com
• La Jolla Playhouse presents ‘Limelight: The Story of Charlie Chaplin,’ Sept. 7 to Oct. 17, www.lajollaplayhouse.org
• PB Town Council’s P.A.E.S.A.N., Sept. 8
• La Jolla Rough Water Swim, Sept. 12, www.swimla jolla.com
• Brazilian Day, September 12, www.braziliandaysandiego.com
• Pacific Beach Restaurant Walk, Sept. 14, 5-9 p.m., (858) 273-3303, pacificbeach.org
• La Jolla Playhouse presents ‘Notes from Underground,’ Sept. 17 to Oct. 17, www.lajollaplayhouse.org
• OMSURF - OMBAC Classic Longboard Contest, Sept. 18, Crystal Pier, Mission Bay, www.ombac.org
• San Diego Triathlon Classic, Sept. 18, www.sandiegotriathol classic.com
• Countywide Coastal Cleanup Day, September 25
• Pacific Islander Festival, Sept. 25-26, www.pifasandiego.com

OCTOBER 2010
• Polish Festival, Oct. 8-10, St. M. Kolbe Polish Mission, 1735 Grand Ave., Pacific Beach
• KarlFest (Karl Strauss Brewery), TBA, www.karlstrauss.com
• Taste of La Jolla, TBA
• La Jolla Playhouse presents ‘Limelight: The Story of Charlie Chaplin,’ through Oct. 17, www.lajollaplayhouse.org
• La Jolla Playhouse presents ‘Notes from Underground,’ through Oct. 17, www.lajollaplayhouse.org
• Beach & Bay Press Photo Contest – judging at Pacific BeachFest, Oct. 9
• Pacific BeachFest, Oct. 9, 8 a.m. to 8 p.m., (858) 273-3303, pacificbeach.org
• Halloween, Oct. 31

NOVEMBER 2010
• Taste of the Triangle, TBA
• Holiday Open House in La Jolla, TBA
• Bikes, Boards & Brews at Catamaran Resort Hotel & Spa, Nov. 6, (858) 273-3303, pacificbeach.org
• Veterans Day at Mt. Soledad Veterans Memorial, Nov. 11, www.soledadmemorial.com
• La Jolla Playhouse presents ‘Ruined,’ Nov. 16 to Dec. 19, www.lajollaplayhouse.org

DECEMBER 2010
• La Jolla Playhouse presents ‘Ruined,’ through Dec. 19, www.lajollaplayhouse.org
• Pacific Beach Holiday Tree & Pier Lighting and Holiday Parade, TBA, (858) 273-3303, pacificbeach.org
• La Jolla Christmas Parade & Holiday Craft Fair, Dec. 5, www.ljparade.com
• Mission Bay Boat Parade of Lights, Dec. 18, www.missionbayboatparadeoflights.org
Surf Lessons & Beach Rentals
- Bikes • Surfboards
- Blades • Bodyboards
- Sandals • Clothing

4150 Mission Blvd. San Diego, CA 92109
In the Promenade Mall
858-373-1138
Surf Lessons: info@pacificbeachsurf.school.com

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4150 Mission Blvd. Suite 141
San Diego, CA 92109
(in The Promenade with Tony Roma’s)
(858) 270-2881

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Worship Guide

Pacific Beach Presbyterian Church
1675 Garnet Ave., Pacific Beach · 858-273-9312 www.pbpres.org

Pacific Beach Presbyterian Church and Preschool is located at the corner of Garnet Ave. and Jewell St. Please join us each Sunday at 9 and 11 a.m. for worship service—child care is provided and we have adult classes between services. Young adult “Roots” service at 7 p.m. During August there is a single morning service only at 10 a.m. and “Roots” at 7 p.m. We hope to see you here!

Newbreak Church
4033 Ingraham Street, Pacific Beach · 858-576-0007 www.newbreak.org

RELAXED. REAL. RELEVANT. At Newbreak Church you will find a relaxed atmosphere, a relevant message and a real community of people who want to welcome you as you are! Your kids and teens will also find a safe, fun place where they can make friends and do fun activities just for them. Check us out Sunday at 10:00 am at our Pacific Beach campus. Newbreak is meeting you where you’re at in life, and around the county. Check out NEWBREAK.ORG for 8 service times & 5 locations across San Diego.

La Jolla / Mission Beach / Pacific Beach Visitor’s Guide • 2010–2011
La Jolla Presbyterian
1675 Garnet Ave, San Diego, CA 92109 • 858.273.9312
www.pbpres.org

First 9:00 am
Second 11:00 am
with child care and classes
“Roots” 7:00 pm

Month of August
Single Morning Service 10:00
“Roots” 7:00 pm

COME GROW WITH US!
Join us for Biblical Teaching & Inspiring Worship
Rev. Steve Murray, Senior Pastor
Nursery, Preschool & Sunday School
(K-12th) provided
Sundays, 9:30 a.m. • 4377 Eastgate Mall
www.ljcommunitychurch.org

The Bahá’í Faith
Informal gatherings throughout the city during the week & Sunday at the San Diego Bahá’í Center
9:30am-10 am – Multi-faith Devotional Program
10:30am-12 pm – Introductory talk and discussion
6545 Alcala Knolls Drive, (off Louis Vera Rd.)
General Information - call (858) 274-0178
Or visit http://www.sandiegobahai.org

Community Congregational Church of Pacific Beach
2088 Beryl St., San Diego, 92109
858-274-6600 • www.CCCPB.org

Join Us!
Rev. Alan W. Deuel
First 9:00 am
Second 11:00 am
with child care and classes
“Roots” 7:00 pm

Month of August
Single Morning Service 10:00
“Roots” 7:00 pm

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www.pbpres.org
REAL ESTATE

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“The care and professionalism that was shown during the course of my transaction has far exceeded my expectations and I would whole-heartedly recommend Becky Miller to anyone interested in buying or selling real estate in San Diego!” — E.M.

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REAL ESTATE

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(858) 775-5968

expect more
LOCAL ATTRACTIONS

1. Athenaeum Music and Arts Library features concerts and exhibitions, 1008 Wall St., La Jolla, (858) 454-5872, hours: Tues., Thurs.–Sat. 10 a.m.–5:30 p.m.; Wed., 10 a.m.–8:30 p.m.

2. Belmont Park features amusement rides including the Giant Dipper wooden roller coaster, mini golf, arcade, ride the waves at the Wave House plus great shops and restaurants, free admission, opens 11 a.m. daily, 3146 Mission Blvd., (858) 488-1549, belmontpark.com

3. Birch Aquarium and Museum at Scripps, open 9 a.m.–5 p.m. daily, 2300 Expedition Way, La Jolla, (858) 534–FISH

4. Black's Beach, descend to the beach via a stairway from the Glider Port (off Scenic Torrey Pines Road), (619) 221-8900

5. Dog Beach is a dog run area where dogs are permitted without a leash at all hours of the day. Dog owners are responsible for control and clean-up of their dogs. Standard dog laws apply on other portions of Ocean Beach and are strictly enforced.

6. Children's Pool is a small beach that showcases a colony of seals; guests can venture along the breakwater into the ocean, 850 Coast Boulevard across from Casa de Mañana.

7. Crystal Pier stretches into the ocean at end of Garnet Avenue, open to the public for fishing, 4500 Ocean Blvd., cottages available for rent, open 8 a.m.–sunset, (800) 748-5894, crystalpier.com

8. Ellen Browning Scripps Memorial Pier is one of the world’s biggest research piers, it is used for boat launching and a variety of experiments. The pier is not open to the public.

9. Fiesta Island is a large area of land centrally located in Mission Bay. There is a 5 mph zone on the east side of the island that is popular for recreational water sports. The Fiesta Island Youth Camp and the Aquatic Center are on the island. There are bonfire rings around the shore of the island and dogs are allowed off leash. There is a permitted water ski area in Hidden Cove and permits for water skiing only are available.

10. Florence Riford Senior Club, 6811 La Jolla Blvd., (858) 459-0831

11. Kate Sessions Park offers grassy areas, ocean view, barbecue pits and play structures, Soledad Road and Lamont Street.

12. Kolbey's Swap is located at 3500 Sports Arena Blvd. Open every Fri. through Sun., 7 am to 3 pm. Admission: $5 Fri. • $1 Sat. & Sun. • Children 11 and under - FREE! (619) 226-0650

13. La Jolla Cove—not far from downtown La Jolla — an upscale hamlet of hotels, boutiques, and galleries — lies La Jolla Cove, a swimming and diving paradise. This tiny beach nook, part of the San Diego La Jolla Underwater Park Ecological Reserve, is sheltered by picturesque cliffs and offers stunning views of the Pacific Ocean in an intimate setting. La Jolla Cove has some of the clearest water of all San Diego beaches, making it ideal for scuba diving and snorkeling. Just above La Jolla Cove is Scripps Park, a great place for romping and picnicking while taking in the majestic Pacific Ocean.

14. La Jolla Cave is a unique and beautiful cave which has a manmade tunnel from the Cave Store which allows visitors to enter the unusual and breathtaking Sunny Jim Cave by land. Even though from the sea you can enter any one of the other six ocean-carved and fascinating caves, this is the only known land access sea cave on the California coastline! Admission price: $4 adults and $3 for 16 years and under.

15. La Jolla Shores, is a sandy beach approximately one mile long, adjacent to a residential area. In summer, waves at this beach are usually the most gentle of all San Diego beaches, although rip currents may still be strong at times. La Jolla Shores lies adjacent to the San Diego La Jolla Underwater Ecological Reserve. Fishing and removal of objects from this area is prohibited.
LOCAL ATTRACTIONS

Liberty Station is a former Naval Training Center which has been converted into a mixed-use community. This wonderful waterfront location is on a boat channel off of San Diego Bay. Liberty Station consists of retail shops, restaurants, a promenade, golf course and a park. The Naval Training Center site is listed on the National Register of Historic Places.

Mission Bay Aquatic Park is West Coast’s largest aquatic park covers over 4,600 acres and offers a wide range of recreational activities. The Park includes 27 miles of sparkling ocean beaches. Swimmers and sun lovers are drawn to the excellent surf conditions and soft sand Mission Bay’s beaches offer. Mission Bay offers boat docks and launches, sailboat and motor rentals, bike/walk paths, basketball courts and playgrounds for children.

Mission Bay Golf Course, 2702 N. Mission Bay Drive, (858) 581-7880 for reservations.

Mt. Soledad Natural Park honors veterans, displays a 40-foot cross and offers spectacular 360 degree views of the ocean and San Diego.

Ocean Beach Municipal Pier is located at the south end of the beach and is available to the public for walking and fishing. There is a restaurant and bait shop on the pier. Fishing from the pier does not require a fishing license, but catch regulations are enforced.

Old Town— Explore the many historic sites and shops. They all offer different types of unique and delicious items just waiting for you to discover! Enjoy the richness of history, art and culture that is truly the flavor of Old Town San Diego.

Pottery Canyon— an easy hiking area for anyone with small children whom you’d like to introduce to trails and basic natural environments. There is not much left of the old pottery factory remaining. Take La Jolla Parkway, make a right turn on Torrey Pines Road. At the first major signal, make a quick and hard right turn on Pottery Canyon Driveway. Drive slowly onto the property. Follow the paved road until you arrive at the small dirt parking area on the left.

The Salk Institute is a research facility focused on molecular biology, genetics, the neurosciences and plant biology. Jonas Salk lead the development of the first polio vaccine and opened the Salk Institute in 1963. Seminars are offered every Thursday; free guided architectural tours are given Monday through Friday at noon. Reservations are required two days in advance. (858) 453-4100, ext 1287, 10010 N. Torrey Pines Road.

San Diego Visitor Center, 2688 East Mission Bay Drive, (619) 276-8200

Scripps Park is a grassy playing and picnic field above La Jolla Cove. North end of Coast Boulevard, La Jolla.

SeaWorld San Diego, 500 Sea World Drive, (619) 226-3901, seaworld.com

Sports Arena hosts a wide variety of major musical acts and sporting events. 3500 Sports Arena Blvd., (619)224-4176, san diego arena.com

Torrey Pines Glider Port is home to hang gliding, paragliding, scale models and sailplane flight. Enjoy lunch at the Cliff Hanger Cafe while enjoying the view of the ocean and gliders!

Torrey Pines State Natural Reserve is one of the wildest stretches of land on our Southern California coast! One can imagine what California must have looked like to the early settlers. There are 8 miles of trails, a visitor center and guided nature walks on weekends and holidays.

Tourmaline Beach is available mostly to surfers of all levels, foot of Tourmaline Street.

See a map of Local Attractions on page 20
Accommodations

Best Western Inn by the Sea Hotel
7830 Fay Ave., La Jolla · 858-459-7257
877-459-7257 (TOLL FREE) · LaJollaInnbysea.com

Ideal location situated in the heart of the Village of La Jolla, two blocks from the pristine coastline. Our stunning new lobby will invite you in and our comfortably appointed rooms all with balconies will let you see the perfect sunset. We offer affordable lodging and complimentary continental breakfast now featuring hot items, USA Today newspaper, and heated pool. Location and recreation makes us the perfect destination.

La Valencia Hotel
1132 Prospect Street, La Jolla · 858-454-0771
www.lavalencia.com

Overlooking the Pacific since 1926, La Valencia is a charming boutique hotel offering a tradition of elegance and unparalleled service. Situated atop La Jolla Cove and just steps from miles of stunning coastline, with luxurious accommodations and award-winning cuisine, La Valencia is a perfect blend of location and recreation.

Adventure & Amusement

The Cave Store
1325 Coast Blvd., La Jolla · 858-459-0746
cavestore@gmail.com

Welcome to the historic and exciting Cave Store, home of the world famous Sunny Jim Cave. The unique and beautiful cave has a manmade tunnel from the Cave Store which allows visitors to enter the unusual and breathtaking Sunny Jim Cave by land. Admission price: $4 adults, $3 for 16 years and under. Open 10-5, 7 days. The Cave Store has snorkeling gear for sale year-round. Snorkel rentals are available May-September.

Latitude 33 Yacht Cruising
Call 858 353 9705 or visit us at www.jmcsailing.com

Welcome aboard Latitude 33 Cruising—San Diego’s premier yacht charter company offering elegant and pleasurable boating cruises on beautiful Mission Bay. Our mission is to offer a safe and pleasurable sailing experience at an affordable price. We offer a variety of trips from majestic sunset cruises lasting a couple hours, nightly fireworks cruises, and sailing lessons/photo shoots. All cruises include a professional captain and are available by reservation for groups up to six passengers.

PB Surf Shop
4150 Mission Blvd., Pacific Beach · 858-373-1138

For all your vacation needs! Beachwear, sandals, surf boards, body boards, bikes and more! Call for surf lessons, or go to info@pacificbeachsurfschool.com

Segway of Pacific Beach
4150 Mission Blvd., Pacific Beach · 858-270-2881

Segway of Pacific Beach rents and sells Segway Personal Transporters. When you rent a Segway, you will learn to ride the Segway in our showroom and have a fun time gliding around. Exploring Mission Bay Park on a Segway is a blast since it’s right on the water, the scenery is second to none. You can rent by the hour, day or week. We also carry a variety of
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2160 Avenida De La Playa, La Jolla · 858-454-8273  
www.surfdiva.com

The fun and hip Surf Diva Boutique has a great selection of swimsuits, apparel, footwear and surf gear for women, men and children. The Surf Diva Surf School is recognized worldwide and offers surfing and standup paddleboard (SUP) lessons year-round for the whole family. Surf Diva has been featured on CNN, MTV "Made", the E! Channel, the "Today Show," in the New York Times, Newsweek, Inc. Magazine, O Magazine and Vogue.

**Apparel**  
**Blue Apparel**  
1237 Prospect Street, La Jolla · 858-454-2583

Blue Apparel offers high-end resort wear exclusive to the boutique, and is the place to stop when you need to be outfitted in a casual yet stylish way for a day of exploring. Find performance golf shirts, vintage-style T-shirts touting the best local surf spots and pullovers for the whole family as well as fitted hoodies and long sleeve sheer shirts perfect for layering.

**Chillers Clothing**  
4667 Cass Street, Pacific Beach · chillersclothing.com

Established in 2005, Chillers Clothing features apparel screen-printed with unique, limited edition artwork designed by artists from all over the world. Using the highest quality materials and eco-friendly screen-printing, Chillers epitomizes a quality product with an edge. Chillers Showroom, located in Pacific Beach between Emerald and Diamond. This unique venue gives customers the opportunity to design their own shirts, then is printed in-store right before their eyes. In addition to the Chillers line of merchandise, the showroom features special selections of fashion-forward clothing and accessories for both men and women, with an emphasis on the Southern California lifestyle.

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Martin Lawrence Gallery
1111 Prospect Street, La Jolla · 858-551-1122
martinlawrence.com
Offering an unprecedented collection of exceptional artwork including works by Warhol, Picasso, Chagall, Francis, Miro, Haring, Dali, Erté, Liudmila Kondakova, Robert Deyber, Felix Mas, Kenny Hallam, Philippe Bertho, René Lalonde and many others. Martin Lawrence Galleries is committed to offering only the finest quality artworks and superior value while maintaining the highest level of integrity in service to our clients.

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www.NicksatthePier.com
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4765 Voltaire Street, Ocean Beach · 619-224-1387
www.obpeoplesfood.coop

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Pacific Beach Urgent Care
4490 Fanuel Street (at Garnet) Pacific Beach
858-274-9116 · www.pburgentcare.com

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Prana Yoga
1041 Silverado Street, La Jolla · 858-456-2806
www.pranayoga.com

La Jolla’s premier Yoga studio since 2001, offers a peaceful and light-filled sanctuary in the heart of downtown La Jolla. Open 7 days a week, featuring some of San Diego’s most respected teachers with Yoga classes for all levels in the Vinyasa, Hatha, Anusara, Kundalini, Happy Back and Yin Yoga tradition. A Readers Choice Award recipient (2008-09) and YogaWorks Network Partner. Drop ins welcome, no pre-registration is required.

Pilates Plus
7726 Fay Ave., La Jolla · 858-456-1516
www.pilatespluslajolla.com

Open 7 days a weeks. You must register for all classes on-line or stop by to take a peak at our group classes.

Dining & Entertainment

Broken Yolk
1851 Garnet Ave., Pacific Beach · 858-270-YOLK

Many will tell you that the Broken Yolk is home of the best breakfast in town. This breakfast and lunch-only diner offers a relaxed, casual atmosphere, excellent food and top-notch service. We have expanded outdoor patio seating. Private meeting room.

Cafe Bella
1525 Garnet Ave., Pacific Beach · 858.273.1224
www.CaffeBellaitalia.com

A Corner of Italy is the motto of Caffe’ Bella Italia. This is authentic Italian cuisine, served with great pride and presentation since 1999. The interior of the dining room speaks softly and envelops the customers in warm earth colors. A beautiful, secluded green patio adds a Mediterranean touch. The service is detailed and friendly, the cuisine is fresh and made from scratch! There is something for every palate including a wide variety of fresh seafood and authentic Italian wood fired oven pizza. Caffe’ Bella is perfect for groups. Dinner daily. Enjoy 1/2 Wine Tues. & Sundays.
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The Eggery
4130 Mission Blvd., Pacific Beach · 858-274-3122

Voted “Best Breakfast” by several critics, the Eggery, which is celebrating its 20th year in Pacific Beach, is open daily 7 a.m. to 2 p.m. Farm fresh meals in a charming setting. Fluffy pancakes, French toast beyond compare, or eggs benedict. Five minutes from SeaWorld. A great way to start your day. Casual dress, patio dining, children’s menu, champagne, Bloody Marys, espresso, major credit cards/reservations.

The French Gourmet
960 Turquoise Street, Pacific Beach · 858-488-1725 thefrenchgourmet.com

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Girard Gourmet
7837 Girard Ave., La Jolla · 858-454-3321 www.girardgourmet.com

Thank you for voting us La Jolla’s No. 1 Caterer, Bakery & Deli! Celebrating 20 years in La Jolla. Our menu items are freshly baked or prepared daily in our La Jolla kitchen using seasonal fresh produce. Let us help you with lunch, dinner, picnics or special events!

Guava Beach Bar & Grill
3714 Mission Blvd., Pacific Beach · 858-488-6688 www.guava-beach.com

The “locals” bar, for everyone. It combines a warm and comfortable atmosphere with lively, fun energy that ensure good times for all. We are just steps away from the ocean & the bay, in beautiful Mission Beach. Enjoy 11 plasma TVs and a crisp 10 foot projection screen with surround sound to satisfy ALL your sports viewing. We have the NFL, NBA, and College Football packages so you won’t miss any games! With our V.I.P. Room, an elevated pool lounge, 2 jumbo booths, a plush leather couch, cozy fireplace and long mahogany bar, there is a comfortable spot for all. Plenty of FREE PARKING in the Bayside lot at Santa Clara Point!

Nick’s at the Beach
809 Thomas Ave., Pacific Beach · 858-270-1730 nicksatthebeach.com

This two-story restaurant offers the best of both worlds. Down- stairs you’ll find a light and airy, casual, California-style restaurant and sidewalk café. Choose from a total of twenty main course selections available. Mouthwatering fresh seafood is the house specialty. We always serve the best catch of the day, fresh from the market. Upstairs at Nick’s is where the party begins. Whether it’s sports you want or a friendly game of pool, you’ll find it here. We have 29 TVs, 16 beers on tap and a great ocean view from our outdoor deck. (smoking permitted) Come see for yourself what makes Nick’s SD’s best neighborhood restaurant. ATM

Prospect Bar & Grill
1025 Prospect Street, La Jolla · 858-454-8092 www.prospectbar.com

From our one of a kind panoramic view of the La Jolla Cove to our delicious food, and daily live entertainment Prospect Bar & Grill has something to offer everyone. We feature one of La Jolla’s best happy hours including our popular $10 burger/ beer special. We features a wide array of entertainment from Salsa.
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Tango Del Rey
3567 Del Rey Street, Pacific Beach · 858 581-1114 tangodelrey.com

San Diego’s finest performance and event venue, Tango Del Rey, beautifully adorned with movie set quality embellishments features premier vocal and music events including Cabaret, Blues, Jazz, Rock and Comedy. Our professional dance floor hosts dance parties and lessons for Tango, Swing, Flamenco and Salsa. Open for lunch and dinner, full kitchen with private event catering, also a 5000 sq ft rental “turn-key” event center with theatrical lighting, professional sound system and cinema quality digital video system. Centrally located off Interstate 5 in Pacific Beach. Our romantic and exotic locale hosts Southern CA’s most sought after music and dance entertainment.

To the Point Café & Eatery
4161 Voltaire Street, Point Loma · 619-226-6222 www.tothepointsd.com

Great local Eatery! Casual atmosphere serving breakfast, lunch or dinner. Breakfast sandwiches, wraps, salads, gourmet sides, pastries and daily dinner specials. Whether you’re looking to enjoy a glass of wine on the patio or pick up a picnic for a day at the point, To the Point has something for everyone.

The Shore Club
4343 Ocean Blvd., Pacific Beach · 858-272-SURF

Steps from the beach, at the intersection of Grand Avenue and the Strand, Pacific Beach Shore Club is your next classical styled beach bar. By combining the delicious tastes of the sea, prepared with classic Mexican flair, our casual ambiance of a beachfront party will be your destination to take in the California surf culture. Enjoy the biggest, coldest schooner full of beer that the beach can offer or enjoy the best view of the Pacific Ocean on the entire beach. The Pacific Beach Shore Club will provide you with the perfect setting for the ultimate beach dining and drinking experience. Bringing back the days when surfing was your job and the beach was your home.

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Brewley’s Pint, 1261 Garnet Ave., Pacific Beach, brewleyspint.com · 858-270-9922

Offshore Tavern & Grill, 2253 Morena Blvd., Bay Park
ffshoretavern.com · 619-276-2253

West Coast Tavern, 2895 University Ave., North Park
westcoasttavern.com · 619-295-1688

True North Tavern, 3815 30th Street North Park
truenorthtavern.com · 619-291-3815

Wahoo’s Fish Taco
439 Pearl Street, La Jolla · 858-459-0027 · Midway Towne Ctr., 3944 Sports Arena/West Point Loma Blvd. · 619-222-0020

Come visit Wahoo’s Fish Taco, voted the best fish taco in San Diego. Endless surf, skate, snow videos playing as you enjoy the most amazing food around. An eclectic mix of Mexican, Brazilian, & Chinese influences make this place insane! Dine-in or take-out.

Whisknladle/Prepkitchen

Whisknladle Bistro, 1044 Wall Street · 858-551-7575
Prepkitchen La Jolla, 7556 Fay Ave. · 858-875-7737
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4603 Mission Blvd., Suite 102, Pacific Beach
858-412-5988

Founded by Lauren Decker who graduated from The Fashion
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Store for Flip Flops, Sandals, and Canvas Shoes for men, women
and Children. Making it easy to find exactly what you need in one
location. The store has a very relaxed environment, with grass
carpeting, lots of lighting, and a surfboard bench to try on differ-
ent styles. Come to the one-stop shop and get a great price on your
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Brands like, Havainanas, Billabong, Kustom, Simple, Teva,
Chaco, Ocean Minded, Flojos, Yellow Box, and more.. Open10- 7

Surf Diva

2160 Avenida De La Playa, La Jolla · 858-454-8273
www.surfdiva.com

Surf Diva Surf School, established in 1996 by twin sisters
Izzy and Coco Tihanyi, has enjoyed its reputation as the
world’s #1 surf school for women for over 12 years! With Izzy
as the ‘Surf’ and Coco the ‘Diva’, the Surf Diva boutique
opened its doors in 2004 and has been selling a variety of
fashion forward and functional surf gear ever since.

Surf Indian

Surfindian 4652 Mission Blvd. and 4658 Mission Blvd.,
Pacific Beach · 858-412-5334 · www.surfindian.com

Surfindian is a surf gallery located in Pacific Beach. At Surfind-
ian, we feature art-driven, small batch products that reflect an in-
dividualized approach to the art of surfing. When it comes to your
day-to-day needs, Surfindian carries the very finest t-shirts, hats,
hoodies & other surfing apparel from small-batch suppliers such as
Skip Frye, Ando and Friends, Wellen and Yellow Rat. We are
also proud to feature Surfindian’s own “artist series” t-shirts and
hats, which feature designs from artists who have previously
shown at the gallery. Visit our new surf shop for surfboards by
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We also carry books, jewelry, fins and other unique items that re-
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Rusty Boardhouse

2170 Avenida De La Playa, La Jolla · 858-551-0262
www.rustyboardhouse.com

Rusty Preisendorfer, a surf industry legend, and his wife,
Angie, a marketing and retail guru, started Rusty Boardhouse
in 1992 based on their mutual passion for surfing. Rusty is a
San Diego native who cut his surfing chops at Black’s Beach
to become one of the industry’s most sought after surfboard
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