Welcome to Pacific Beach!

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. Afterwards be sure to grab something tasty at any one 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). Oh, and you can leave your coat and tie at home as just about anywhere welcomes “PB casual” attire. Flip Flops are the norm around here.

So many shops, so little time. You may even 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
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ON THE COVER

If our cover art looks familiar, it’s because the artist knows a lot about making it look that way. Oil painter and watercolorist Deirdre O’Byrne has been practicing her craft since her native Dublin youth, drawing from her travels in America and Europe to record both the letter and the spirit of her subjects. The Mission Valley resident paints in the plein air style—“plein air” being a fancy-schmancy term for “outdoors”—so that nary a sight or sound escapes her attention in translating her fondest, most colorful impressions. You can see more of her work at www.odoodle.com.
Calendar of Events

JULY 2009

Fourth of July fireworks launched from SeaWorld on Mission Bay, 9 p.m.

OMBAC's 54th Annual World Championship Over-The-Line Tournament, July 11-12 and 18-19, Fiesta Island, (619) 688-0817, ombac.org

Del Mar Race Track racing season: July 22 through Sept. 9, 2260 Jimmy Durante Blvd., Del Mar, (858) 755-1141, dmtc.com

PB Concerts on the Green, every Sunday July 19 through Aug. 16, 4 p.m.-6:30 p.m. (858) 483-6666, pbconcerts.org

AUGUST 2009

Crystal Pier Kids' Classic youth fishing derby, Aug. 22, 8:30 a.m., free, takekidsfishing.net

36th Annual Midnight Madness Fun Bicycle Ride, Aug. 15, registration begins 8 p.m., race starts at midnight. (619) 338-9981 ext.15, sandieghostels.org

SEPTEMBER 2009

Thunderboat Regatta on Mission Bay, Sept. 18-20, (619) 225-9160, thunderboatregatta.com

The 14th annual Pacific Islander Festival, Ski Beach on Mission Bay, Sept. 26-27, pifasandiego.com

OMBAC's OMSurf Classic Longboard surf contest, Sept. 19, ombac.org

Heart of Pacific Beach Restaurant Walk, sponsored by Discover Pacific Beach, (858) 273-3303
Calendar, Cont.

**OCTOBER 2009**

**BeachFest**, festival celebrates Pacific Beach and features live music, arts and crafts, beach sports and fireworks, Oct. 10, 8 a.m. – 8 p.m., (858) 273-3303, pacificbeach.org

**Polish Festival**, Maximilian Kolbe Polish Mission, 735 Grand Ave., (858) 272-7655, poloniasandiego.com

**NOVEMBER 2009**

**Mount Soledad Veterans Association Veterans Day memorial service**, soledadmemorial.com

**DECEMBER 2009**

**Pacific Beach Holiday Parade**, pacificbeach.org

**Mission Bay Yacht Club Parade of Lights boat procession**, Dec. 12, (858) 488-0501, mbyc.org

**JANUARY 2010**

**Whale watching**, Mission Bay Sportfishing, 1551 West Mission Bay Drive, (619) 222-1164

**Seaforth Sportfishing**, 1717 Quivira Road, (619) 224-3383

**Buick Invitational**, Torrey Pines Golf Course, (858) 452-3226, torreypinesgolfcourse.com

**FEBRUARY 2010**

MARCH 2010

The Mission Beach Woman’s Club annual community fundraiser, The Pennant, 2893 Mission Blvd., (858) 488-2628 / visit www.mbwcinfo.com

Spring Egg Hunt, Pacific Beach Recreation Center, 1405 Diamond St., (858) 581-9927

APRIL 2010

OMBAC’s OmShoes Horseshoes Tournament, ombac.org

36th Annual Crew Classic Regatta, April 4-5, crew-classic.org

Manpower Outrigger Canoe Challenge, Bahia Point on Mission Bay. (619) 283-5808, holidaybowl.com

MAY 2010

Coast of Pacific Beach Restaurant Walk. (858) 273-3303, pacificbeach.org

OMBAC’s Summer Music Fest, Coming Out Party, ombac.com

Rock’n’Roll Marathon, May 31. (800) 311-1255, rnrmarathon.com

JUNE 2010

San Diego County Fair, 2260 Jimmy Durante Blvd., sdfair.com
GENERAL
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DISCOVER PACIFIC BEACH ........ (858) 273-3303
(Business Improvement District)
EARL & BIRDIE TAYLOR LIBRARY .... (858) 581-9934
LIFEGUARD STATION ............... (619) 221-8899
PACIFIC BEACH TOWN COUNCIL .... (858) 483-6666
PACIFIC BEACH POST OFFICE ........ (800) 275-8777
ROSE CREEK COTTAGE .............. (858) 490-0468
SURF CONDITIONS ................. (619) 221-8824

EMERGENCY INFORMATION
EMERGENCY .......................... 911
SAN DIEGO POLICE .................... (619) 531-2000
NON-EMERGENCY LINE .............. (619) 531-2000
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9300 Campus Point Drive, La Jolla
SHARP MEMORIAL HOSPITAL .......... (858) 939-3400
7901 Frost St., Downtown
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Plan your trip to the beach at www.sdmts.com or call 511
Promenade At Pacific Beach

4150 Mission Blvd
San Diego, CA 92109

Located on the ocean in Pacific Beach, The Promenade at Pacific Beach has a wide variety of shopping and dining options. Including enjoying a great breakfast at The Eggery, lunch at Hooters or dinner at Tony Roma’s. You can also rent a Segway from Segway of PB and explore the area or rent a beach cruiser or take surf lessons from Pacific Beach Surf Shop. Don’t stop there, The Promenade has plenty of shopping and dining experiences for everyone. You can even pick up a real Hawaiian lei from Motu Hawaii. Every Saturday from 8am-12pm enjoy our Farmers Market. While shopping for organic produce, you’ll feel the fresh breeze from the ocean, just a block away.

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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.

Belmont Park features amusement rides, mini golf, arcade and Wave House, free admission, opens 11 a.m. daily, 3146 Mission Blvd., (858) 488-1549, belmontpark.com

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

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

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.

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

Pacific Beach/Earl & Birdie Taylor Library, open 7 days a week, 4275 Cass St., (858) 581-9934

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

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

La Jolla Shores, mile-long beach, 8200 Camino del Oro, La Jolla

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 overlooks the ocean and San Diego, Via Capri & La Jolla Scenic Drive South.

Palisades Park or Law Street Park is a grassy knoll atop the sandy bluff overlooking the ocean, located at the foot of Law Street, Pacific Beach.

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

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

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Attractions/Amusement

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Segway of Pacific Beach rents and sells the 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 Pacific Beach and Mission Bay. Exploring Mission Bay Park on a Segway is a blast and since it’s right on the water, the scenery is second to none. You can rent by the hour, by the day or by the week.

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Beach Haven Inn
4740 Mission Blvd. 858-272-3812
www.beachhaveninn.com

The Beach Haven Inn is located just 1 block from the breathtaking Pacific Ocean. It is an ideal location for those who want to center their stay around the sun, surf and water sports that surround the Inn. Relax by the pool or take a long stroll along the warm sandy beach. Walk the 872 foot long Crystal Pier located just four blocks from the Inn. The Boardwalk extends 3 miles and has restaurants, nightclubs and shops within the 3 mile area.

Pacific Shores Inn
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Reservations: 888-478-7829 (888-GR8-STAY)
www.pacific-shores-inn.pacificahost.com

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Pacific Beach & Mission Beach Visitor’s Guide - 2009-2010
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thefrenchgourmet.com

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Nick’s at the Beach
809 Thomas Avenue, Pacific Beach, CA 92109
(858) 270-1730 · nicksatthebeach.com

This two-story restaurant offers the best of both worlds. Downstairs you’ll find a light and airy, casual, California-style restaurant and sidewalk café. Smoking is permitted. Choose from a total of twenty main course selections prepared by talented Chef Scott McElroy. 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 29TV’s, 16 beers on tap and a great ocean view from our outdoor deck where you can smoke (smoking is allowed here). Come see for yourself what makes Nick’s San Diego’s best neighborhood restaurant. ATM available credit cards AE, MC, ViSA.

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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Open 7 Days a Week

962 Garnet Ave.
(cross of Cass & Garnet)
Pacific Beach, CA 483-6222
Tony Romas
4110 Mission Blvd., Pacific Beach · 858-272-7427

When you’re in the mood for good times and great cuisine, be sure to checkout Tony Roma’s. The restaurant is located in one of the area’s most pleasant settings and is known for its delightful staff and superb cuisine.

The menu features a wide array of great selections, made from only the freshest and highest quality ingredients, with something sure to please every member of your group. Tony Roma’s has established itself as one of the area’s favorite culinary destinations and is sure to offer you a pleasant and unique dining experience every time you visit. Please stop in soon!

Places of Worship

Pacific Beach Presbyterian Church
1675 Garnet Ave., San Diego 92109
858-273-9312 · pbpres.org

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

St. Andrews Church by-the-sea
1050 Thomas Avenue., San Diego 92109
858-232-3022 · www.standrewsbythesea.org

Episcopal Church in Pacific Beach is a growing, affirming community of diverse people. All who seek, question or experience the love of God are welcome!

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.

Dan O’Keefe- Realtor
Serving Coastal San Diego
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