

## 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!

THURSDAY, FEBRUARY 28, 2013

SDNEWS.COM | VOLUME 15, NUMBER 4



# PACIFIC NISSAN

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# 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 !



**T**he face of the community has changed many times in its 125-year history, as civic leaders and businesses have faded into the history books. Pacific Beach is the center stone of San Diego's beach towns, set between La Jolla to the north and Ocean Beach to the south. Interconnected by the sands of time with Mission Beach and Mission Bay Park, Pacific Beach is a

national families, students, travelers, retirees, fitness buffs, 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 Dis-

## 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-

here," said Sara Berns, executive director of Discover Pacific Beach. "Flowing right alongside are modern places which provide the perfect beach venue for special events. Our hospitality industry has always been on the forefront of what is trending in the industry without losing what makes PB so special."

Like any city, the tempo and tenor of PB changes north to south, east to west. From the undeveloped shoreline of Tourmaline Surf Park, PB rolls south, changing block by block in architecture and offerings before it melts into Mission Beach, where the national historical landmark Giant Dipper Roller Coaster watches over a bustling boardwalk. From the pleasures of

cover 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 Smull 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.



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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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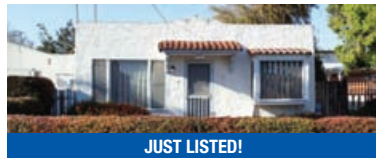
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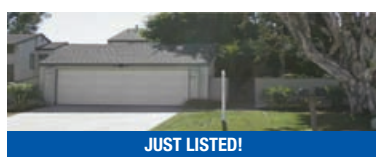


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# The Birth of Pacific Beach:

## 1885-1925

BY PATRICIA WALSH



**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.

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.



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

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



**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

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.

*cont'd on page 6*

### 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

### 1887

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

### 1890

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



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

### 1895

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

### 1890



### 1892

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

### 1898

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

### 1900

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

### 1900

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



### 1914

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

Kate Olivia Sessions moves to Pacific Beach



### 1910

### 1913

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

### 1911

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





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cont'd from page 5

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



**BRAEMAR ESTATE** was built by Tom Scripps, which included a large barn and music room. The seaside home was located at the current location of the Catamaran Resort on Mission Bay. The music room was relocated in the 1980s to the bottom of Soledad Mountain Road and Mission Bay Drive, which is today the Rose Creek Cottage wedding chapel.

woman who moved to the neighborhood from San Francisco in 1914. Kate Olivia Sessions (shown at left), the forward-thinking horticulturalist 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.



**EARLY BOARDWALK** Pacific Beach's 3.2-mile boardwalk, officially called Ocean Front Walk/Ocean Boulevard, runs from the end of Law Street in north Pacific Beach south into Mission Beach, ending at the mouth of Mission Bay.



**THE OLD COLLEGE INN** rooming house was refurbished by the Folsom Brothers. They held a contest to name the new facility. Hotel Balboa was the winning entry.



**AERIAL VIEW OF THE BRAEMAR ESTATE CIRCA 1920**, the home that Tom Scripps built in 1926 at waters edge.

## Pacific Beach Fun Facts



By Patricia Walsh

### ALPHABET SOUP

ZLAC Rowing Club got its name from three sisters and a friend who founded the group. In 1892, when woman's rowing was unheard of, sisters Lena, Agnes and Caroline Polhamus and their best friend, Zulette Lamb, borrowed a boat. Using the initials of their first names, they formed the acronym ZLAC and the first woman's rowing club in America that is now the country's oldest.



### GREEN THUMB

Kate Sessions, "The Mother of Balboa Park" and all things green and growing, had a nursery in Pacific Beach on Garnet Avenue at Soledad Mountain Road.



### WORTH THE RIDE

More than 80,000 people signed a petition in 1987 to get the Giant Dipper roller coaster in Belmont Park designated a National Historic Landmark, even though it was non-operational at the time. It is one of only two remaining large wooden scaffold roller coasters on the West Coast built by noted roller-coaster builders Frank Prior and Frederick A. Church.



### "MISSION BEACH, NOT MIAMI BEACH"

The land-use slogan was a popular bumper sticker and call to action in the 1970s when voters rallied to pass Proposition D, limiting building heights to 30 feet in San Diego's coastal communities and thereby preserving ocean views.



## The man behind the Pacific Beach Historical Society

After college, John Fry did what many San Diego State University graduates do. He moved to Mission Beach, where he lived until "it got too crowded," so he moved north to Pacific Beach.

Fry, a historian and author, is the co-founder of the Pacific

Beach Historical Society (PBHS). He remembers being an eager grad from SDSU in the 1970s and wanting to make a difference. In 1972, he was involved in the passage of Proposition D, which gave San Diego's coastal communities a 30-foot height limit. In the 1980s, he brought concerts in the park to Pacific Beach.

Since then, he has published three books: "A Short History of Pacific Beach," "A Short History of Crystal Pier" and "Images of America Pacific Beach." He also publishes a monthly newsletter for members of the PBHS filled with stories and photos of the beach town's past.

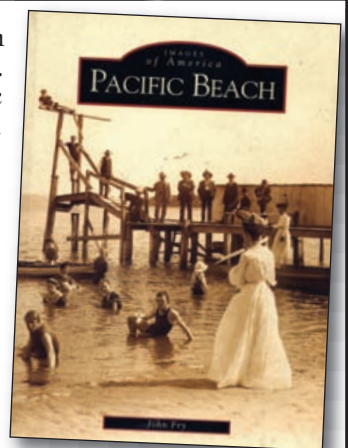
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John has written a column for the *Beach & Bay Press* for more than 20 years. Without John's knowledge and infor-

mation, this special edition would not have been possible.

We hope this 125th Historic edition has given you a glimpse of the past to better understand the present. Many thanks to John and writer Patricia Walsh for bringing this edition together.

For more information and how to purchase any of the John Fry publications about Pacific Beach's history go to [www.johnfry.com](http://www.johnfry.com)





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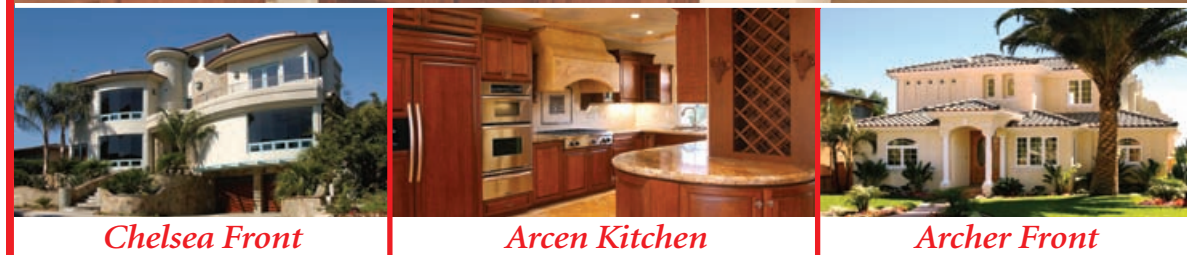
## Dylan Posey Kiwanis Student of the Month

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.

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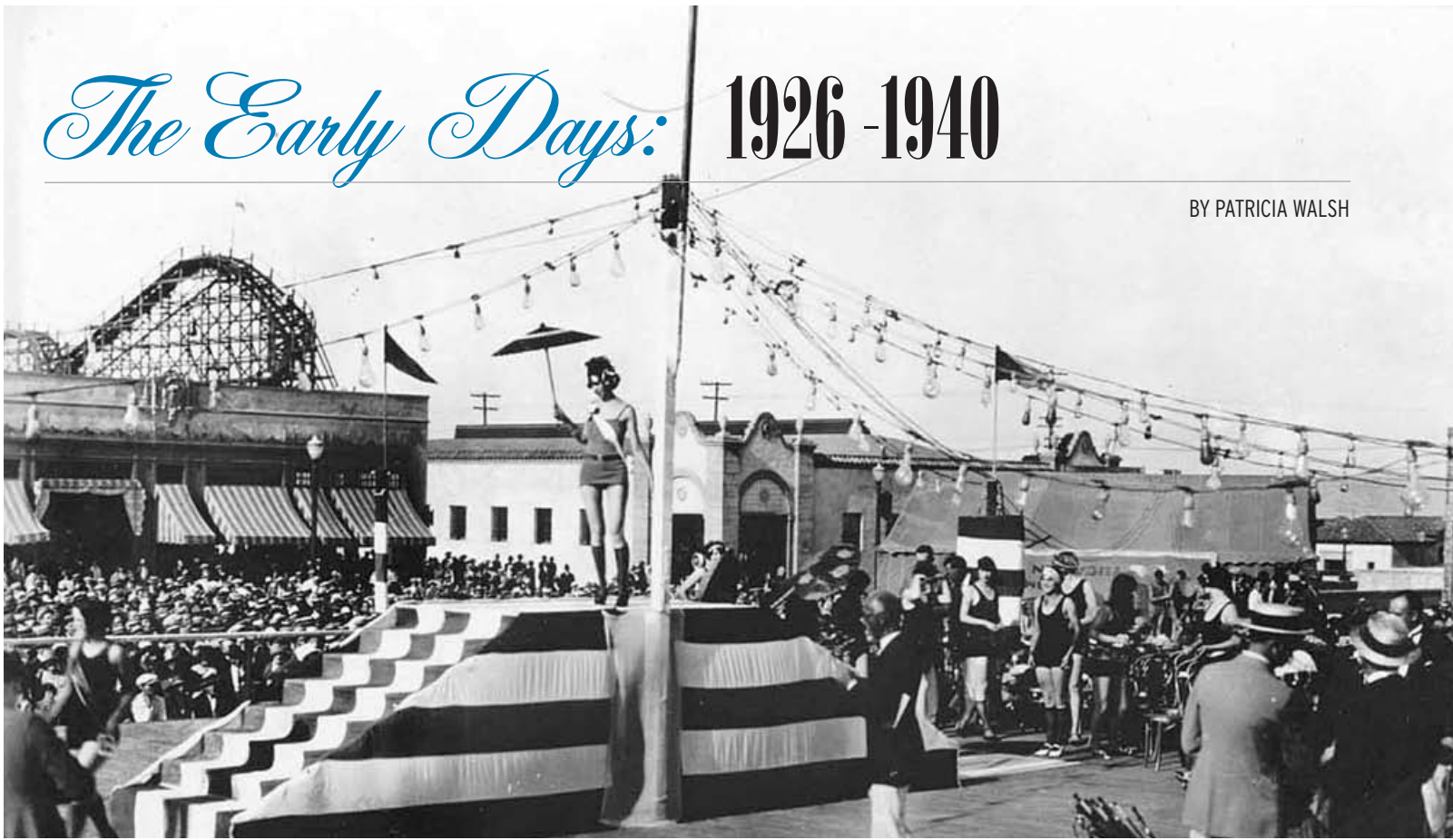
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# The Early Days: 1926-1940

BY PATRICIA WALSH



**W**hen 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,



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

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



**PICTURE AT HIGH TIDE** at the foot of Hornblend Street is Laura Curry with the Crystal Ballroom in the background. Photo courtesy of the Pacific Beach Historical Society

and an attempt to change the name of Pacific Beach.

A newspaper article in 1925 "announced the formation of the San Diego Beach Chamber of Commerce at Pacific Beach," Fry wrote. "Directors ... were obviously expecting the pier to stimulate the local economy. Most of them were already members of the Pacific Beach Chamber of Commerce. This pier thing apparently required a whole new organization. In fact, the group wanted to change the name of Pacific Beach — to San Diego Beach."

The summer of 1927 was a watershed moment for the beach communities as activists

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. The ZLAC Rowing Club, America's oldest women's rowing club, built a clubhouse and dock in north Mission Bay. Kate Sessions, who designed the landscaping, convinced the city to set aside 79.1 acres for a park on Soledad Mountain Road.

*cont'd on page 10*

## 1925

The Giant Dipper roller coaster — built by sugar magnate John D. Spreckels — and the Natatorium swimming pool, later renamed The Plunge, open as key attractions for the Mission Beach Amusement Center, later renamed Belmont Park

## 1927

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

## 1930

Pacific Beach Jr. High School opens, today site of PB Elementary School



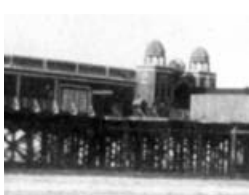
## 1937

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

## 1920

### 1926

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



## 1930

### 1931

Causeway across Mission Bay opens

### 1932

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

### 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

## Pacific Beach Fun Facts cont'd



### BEACH BLANKET BINGO

Annually, between 4 and 6 million people arrive on the sands of Pacific Beach, according to life-guard representative Lt. Nick Lerma. For lifeguards, that means 600 to 1,200 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."

### 94,000

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 & Onion Awards over the years from the San Diego Architectural Foundation.

**Orchid:** In 1988 Sail 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.



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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.

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cont'd from page 8

Pacific Beach got its first fire station and fire-fighters were responsible for a territory from La Jolla to Point Loma. When Pacific Beach marked its 50th anniversary and Sessions' birthday on Nov. 8, 1937, 500 people came to celebrate.

The years surrounding of the Great Depression were a quiet and simple time in Pacific Beach. Taylor, the visionary behind the pier, paved roads from Cass Street to the ocean. Roadside vegetable stands dotted the landscape and roosters announced sunrises. Japanese families ran the abundant lemon orchards. No one could have predicted how much World War II would change it all.

Ethel R. (Milton) Walsh was a Navy wife who lived in Pacific Beach in 1939. Here, memories of the war years were documented in 1987 when Pacific Beach celebrated its 100th anniversary.

"I used to watch the ocean from 1428 Law St. to see the first ship coming back from maneuvers," Walsh said. "At that time, I could watch the ships, unobstructed all the way from La Jolla until they rounded Point Loma."



**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 sports, leans against the wall next to the flag. Courtesy photo by the San Diego Historical Society.



**POSSIBLY THE OLDEST PUBLIC FACILITY AT THE BEACH**, the Pacific Beach Woman's Clubhouse continues to serve the community as it entered its second century. At left, the clubhouse as it looked in 1938 and right, as it appears today. Courtesy photo and photo by Jim Grant | Beach & Bay Press



## 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, club chairwoman 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. "We wanted to contribute to giving the children forced to live on the streets an opportunity to get back into society and become a real part of the community again. We truly feel that sometimes all it takes is to know that someone cares."

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.



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

## 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.



### 4-1-1

For a walk down memory lane in Pacific Beach, turn to three books published by historian and author John Fry: "A Short History of Pacific Beach," "A Short History of Crystal Pier" and "Images of America Pacific Beach."



### ENGENDERED DEBATE

San Diego's first-ever unisex bathrooms in the beach area caused quite a stir when they opened at Fanuel 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.





## 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 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 pours 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, theatre 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.

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**Starfucker Blackbird**

Thursday March 7th - 8 PM  
**Vince Staples**

Opening Acts:  
**Trey 'Trace' Marmie**  
**Chazz • ET & Jona**

Friday March 8th - 8pm • \$15  
**G-Eazy Must Be Nice Tour**

Sunday March 10th - 8pm  
**5 & A Dime**

Saturday March 16th - 8:00 pm  
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## ENJOY THE BEAUTY OF OLD TOWN

### GOLF TOURNAMENT TO BRING BACK FOURTH GRADE PROGRAM IN OLD TOWN

The Old Town Chamber of Commerce is teaming up with PGA Hall of Famer Billy Casper to produce 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 Sysco, to name a few.

Sponsorships for the tournament are still available. For inquiries about sponsorship, contact Old Town Chamber Executive Director Richard Stegner at [OTSD@aol.com](mailto:OTSD@aol.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](http://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 Calumet 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 population, Bayview Terrace and Crown Point Elementary opened in the 1940s. Forward-thinking voters passed a \$2 million bond measure for improvements to Mission Bay. Photographer Howard Rozelle captured the bucolic slice of life in a 1946 aerial photo that shows a checkerboard of vacant lots and a trailer park just 50 feet from the beach.

By the 1950s, PB's population was about 30,000 and the average home cost was \$12,000.

Behemoth V-8 Chevys lined Garnet Avenue's busy business district. Shops and services were abundant to accommodate the needs of a new generation. The JC Penney department store came to town. It joined mainstreet mainstays like Oscar's Drive-In, Victory Bowling Lanes, The Highlander Store for Men and Food Basket, the largest supermarket in the county when it opened in 1951.

Iconic civic institutions came to be in the 1950s. The city broke ground for Pacific Beach's first new library building, the Pacific Beach Town Council formed and when Mission Bay High School opened its doors in 1953, it was the first time in 65 years high school students didn't have to leave the community to go to school.

The beach, too, had its heyday in the 1950s. In old Mission Beach, three lifeguards who couldn't get a volleyball court — Ed Teagle, Ron LaPolice and Mike Curren — invented their own game in the sand and called it Over the Line. Simultaneously, a new group formed called the Old Mission Beach Athletic Club. Meanwhile, students from PB Junior High caught a wave of their own when they formed the Pacific Beach Surf Club.

As empty lots were swallowed up by development and condos in 1960s, the framework for the tourism industry took shape. SeaWorld opened, hotels were built and brothers Ray and Dan Hamel 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.



**THE ROXY THEATER** opened on Dec. 16, 1943 and entertained beach residents for four decades. It is now the site of the Pacific Beach Post Office. Guy Sensor took this shot in 1947. Photo courtesy of the San Diego Historical Society



**AN EARLY LIFEGUARD TOWER** offers a birds-eye view of beachgoers.

## Pacific Beach Fun Facts cont'd



### COMMUNITY CONNECTION

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 2008, 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 a veritable history lesson named after esteemed statesmen. Do you know who Bayard and Pendleton are?



### BUT WHAT'S A FELSPAR?

East-west 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.



## 1940

St. Brigids Catholic Church, founded by Msgr. J.C. Van Veggel, Christ Lutheran Church established nearby by Rev. Quantin Garman

MARCH 24: — Kate Sessions passes away at Scripps Hospital

Saltwater damages The Plunge's filter system; the world's largest saltwater pool becomes Southern California's largest heated freshwater pool



## 1948

Victory Lanes Bowling Alley opens, lasts 20 years

Pacific Beach Christian Church dedicated by The Rev. Dan Griffith

## 1945

San Diego voters approve \$2 million bond to begin development of Mission Bay



## 1959

Catamaran Resort built on site of old Braemar Estate

## 1950

Pacific Beach Junior High holds first classes at 4676 Ingraham St.

## 1957

Kate Sessions park dedicated on what would have been Session's 100th birthday

## 1940

## 1942

JAN 26TH - The first 10 homes open in Bayview Terrace, one of three government housing projects to be built in PB during World War II

## 1943

PB's first movie theater, The Roxy, opens, entertains residents for four decades



## 1950



## 1954

Old Mission Beach Athletic Club (OMBAC) formed

## 1956

First Pacific Beach Surf Club founded by group of surfers from Pacific Beach Junior High School

## 1960

## 1964

SeaWorld opens in Mission Bay Park, Pacific Beach teenagers flock to the park for jobs as tour guides

## 1967

Brothers Ray and Dan Hamel open Hamel's at Ventura Place and Oceanfront 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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St. Paul's Lutheran School	Crown Point Elementary	Rose Creeek Clean-Up
Surfrider	PB Women's Club	PB Christmas Parade
PB Town Council	OMBAC	Beachfest
PB Middle School	Mt. Soledad	Brazil Days
PB Concerts on the Green	Presbyterian Church	PB Auto Show
PB Elementary	La Jolla Little League	SDSU Athletics
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# Landmarks & Development: 1970-1989

BY PATRICIA WALSH



**M**ore 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 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; Ocean

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 buy the old Farnum 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 remains one of Pacific Beach’s icons and one of its most photographed structures.

Photo by Don Balch | Beach & Bay Press

## 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 pilings 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.

### CRYSTAL PIER FACTS:

- **1936:** When the pier opened after years of legal battles, 10 cottages were added.
- **1952:** A barge broke away from its tether and crashed into Crystal Pier on Jan. 15, 1952. One cabin was knocked into the water. (see photo below)
- **1983:** High tides and severe storm pull the outer third of Crystal Pier into the ocean.
- **1987:** A new Crystal Pier took shape during PB’s centennial year.
- **1997:** The office building on Crystal Pier was remodeled
- **Today:** Despite its history of changing ownership and disputes, the pier has endured and been family owned since 1961.



#### 1970

##### 1976

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

PB Block Party started by Eve Smull

##### 1979

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



#### 1980

##### 1983

Huge storm with high surf rips 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

##### 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 80,000 signed a petition requesting the designation  
Pacific Beach celebrates its centennial. Community projects take shape





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Players take the Over the Line (OTL) Tournament very seriously, particularly as the event heads into the second week of action.  
Photo by Don Balch | Beach & Bay Press



Women's teams are as just as much a part of the OTL competition.

Photo by Jim Grant | Beach & Bay Press

## OTL can be naughty, but fun two-weekend tradition

BY PATRICIA WALSH

With a reputation for bawdy 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 fielders on the opposing team patrol the court in various defensive formations — 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 FUN FACTS:

#### EVERYTHING IN STRIDE

Ron LaPolice steps are the official measurement for an Over The Line court. In the early OTL days in Mission Beach, there were no rope courts, so courts were paced off by Ron LaPolice, who passed away in 2009. To this day, OMBAC still calls them "Ron LaPolice steps" in honor of one of the founders of the game.

#### 1958

The Redondo Court parking lot was closed in 1958, forcing cancellation of the Over The Line tournament.

#### "C'MON YOU CAN DO BETTER THAN THAT"

The ruling from OTL judges when a ball is out of bounds.

#### KNOCK-KNOCK

Miss Emerson, the bikini-clad representative of Over The Line, got her start when Grant Simkins, a member of the OMBAC, asked a lovely lady of voluptuous proportions if she was the elusive "Emerson." He then told her a knock-knock joke. When she answered, "Emerson Who?" Simkins delivered the not-for-print punch line.

## 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 is an endangered species in San Diego. He not just an old-timer, but a local, a rarity in a town filled with expatriates. He

went to school at Mission Beach Elementary, Pacific Beach Junior High, La Jolla High and San Diego State University.

"In junior high school, I told people I'd live to be 100," he said. "And I'm going for it."

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 innuendo 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 silliness is over and the good players are still playing."



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The history of restaurants at the current Guava Beach begins in the 1930's and continues on to this day. The list is as follows:

1930s - The Supper Club.	1960s - The Bath House	1982-92 - New Port Annies
1940s - Blue Pacific	1973-1980 - Debauchery	1992-present - Guava
1950s - Beef and Burgundy	1981 - The Place on Mission	Beach Bar & Grill.

## Planners formulate project list for PB's future By MARIKO LAMB

*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 city of San Diego staff. Now they know things are happening in PB, and we are going to keep knocking on the doors of City Hall," 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 plan-

ning 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 great 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](http://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, Campland, 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](http://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](mailto: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 investigations 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](http://www.pbplanning.org).



### 1990

Harry's Surf Shop opens north of Crystal Pier, is the epicenter of all things surfing in San Diego until its month-to-month lease expires in 2000 to make way for building of the hotel Tower 23

Giant Dipper roller coaster reopens to the public after \$2 million renovation

### 1994

MTV Spring Break brings the party to Mission Bay Mariner's Point



### 1997

Discover PB, a Business Improvement District, forms, plants hundreds of trees and hangs community banners

Citing their age and a changing beach community, Hammel brothers sell their iconic beach business

The Earl & Birdie Taylor Library, Pacific Beach Branch opens

### 1998

Discover PB's first BeachFest held along Oceanfront Walk







### 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.



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# Pacific Beach as we know it: 1990-2013

BY PATRICIA WALSH



**BRAZILIAN FESTIVAL** Thousands descend on Garnet Avenue each year to witness the sights and sounds of the annual Brazilian Festival, a cultural celebration featuring a parade, music, ethnic food and spectacular demonstrations. Photo by Paul Hansen | Beach & Bay Press. **CROWDS PACK THE ANNUAL PB BEACHFEST** along the boardwalk and are treated to tasty food booths, musical entertainment and plenty of activities for the entire family. Courtesy photo by Alexis Evanoff

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 scene, restaurants and shopping choices, Pacific Beach is a sporting neighborhood for surfing and fitness.

"Pacific Beach is unique in that it attracts travelers and students, young families, those looking to retire near the sea and everything 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 growing craft beer and cocktail movements and gastro pub-type cuisine."

Popularity always comes at a price, and in Pacific Beach, there are issues. Every urban area is inherent with the territory. Traffic con-

gestion 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."

## Memories...



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 — Lamont 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 Cass Street south of St. Brigid's Church and we ran the North Shores Sporting Goods in the corner shop."

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

"I remember the acres and acres of wild oats (green 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

Cont'd on pg. 21



2000

ZLAC Rowing Club opens modern two-story boathouse on Sail Bay

2004

Navy remodels residences in the Admiral Hartman military housing

2005

150,000 people descend on Pacific Beach for the 30th annual block party

Artificial wave machines Bruticus Maximus and Flow Rider debut when Wave House opens at Belmont Park

The Giant Dipper roller coaster becomes a California State Historic landmark

2006

Citing extreme crowds and unruliness, city denies permit for PB block party

2008

Tourmaline Surf Memorial dedicated

First annual Brazil Day held

2009

Parents, educators thwart plan to close Crown Point Elementary, which becomes Crown Point Jr. Music Academy



2012

Mike Gotch Memorial Bridge complete, joins east and west Mission Bay creating a safe zone for cyclists

2013

\$700,000 grant awarded to city to help replace oldest portion of boardwalk and seawall adjacent to Belmont Park in South Mission Beach



## Memories cont'd

his wife, Dora Anderson, bought five lots in 1937 from the Bank of America to grow flowers. He paid \$90 a lot — \$10 down and \$10 a month. When the lots were in bloom, Kate Sessions would come by to visit; declaring flowers were "her children."

"There was a dairy farmer in the area east of Lamont Street who harvested the wild oats which grew in fields north of Garnet. He made mounds of hay, which children loved to jump on. Later, he would

take his horse and wagon out to gather the dried oats for his cattle and horse."

Eduarda (Eddie) Ericson,  
who moved to Pacific Beach in 1937

Ben R. Kiegle came to Pacific Beach with his family in 1935. The Kiegles were one of 400 families who came from Buffalo, N.Y. with the Consolidated Company. "In Pacific Beach in 1935, a rooster announced sunrise while off-to-work cars stirred up dust trails on yet-to-be paved roads.



## PB 125TH ANNIVERSARY EDITION:

About the writer — Patricia Walsh

Patricia Walsh has been covering community news in San Diego since 1986. In addition to writing this special issue of the *Beach & Bay Press* celebrating the 125th anniversary of Pacific Beach, she reported on 125 years of history in Ocean Beach for the *Peninsula Beacon*. Both special editions are available at the offices of the San Diego Newspaper Group.



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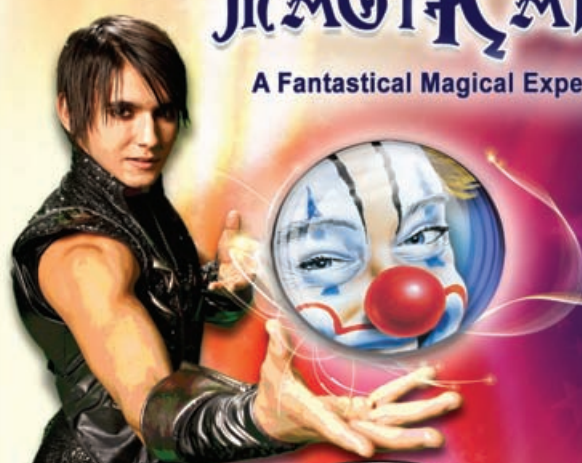


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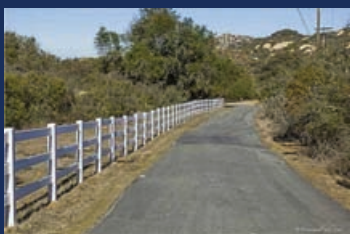
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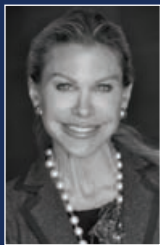
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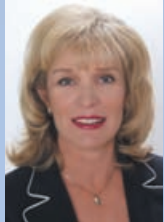
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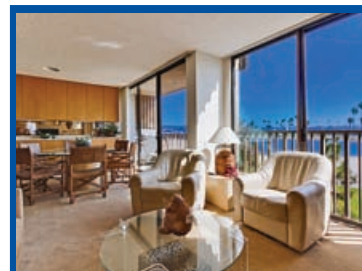
**(619) 300-5032**  
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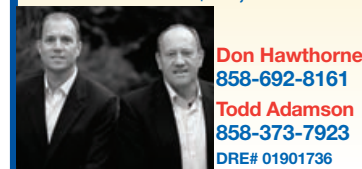
Great views from this 3 bedroom/2.5 bath home in Pacific Beach!  
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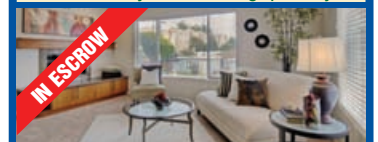
Owner occupied 4br 3ba bayfront townhome with stunning views of the Beach and Bay. Top floor features a high arched beam architectural ceiling. Spacious width of the living/dining area & master bedroom suite is a design plus. Unit comes with 3 parking spaces and storage galore.  
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