



# GRANDE COLONIAL

LA JOLLA ∞ EST. 1913

COMMUNITY PERSPECTIVE

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## **A RICH HISTORY AND WORLD-CLASS SHOPPING, DINING, RECREATION AND ENTERTAINMENT MAKE LA JOLLA A MUST-SEE DESTINATION**

**GENERAL:** Since the 1880's, La Jolla has been a favorite vacation destination of travelers from all over the world. Boasting southern California's most beautiful and majestic coastline, La Jolla offers a varied selection of hotels, shopping, dining, events and attractions.

La Jolla is home to California's most famous beaches and offers an unparalleled quality of living that is unique to this special "village". La Jolla is like no other place in the world, offering a wide range of activities and attractions. La Jolla offers the finest weather in the world, luxury beachfront hotels and restaurants, an elegant shopping district, incredible golf courses and therapeutic day spas. Not to mention countless outdoor, recreational activities.

**HISTORY:** As La Jolla is graced today by its beautiful architecture and upscale living, the beautiful "village" was once a treeless, dry shore where San Diegans would occasionally picnic on the beach or swim in the cove. Over a century ago, a man named Frank T. Botsford purchased La Jolla's original 400 acres for \$1.25 an acre, and had water trucked in from San Diego. Ten years later, the original 350 residents of La Jolla received their water through a two-inch pipe running to Ocean Beach. Until 1940, La Jolla saw its population double every ten years. Various shops were established to take advantage of the weekend tourism it received from San Diegans, but stayed a residential community. La Jolla served as a getaway for writers, artists and other professionals who wanted solitude and a peaceful environment. Because of its beauty and tranquility, La Jolla has always enjoyed its share of the "rich and famous", while still keeping a sense of community and a tranquil atmosphere.

**LIFESTYLE:** Lawyers, accountants, doctors, computer consultants and other professionals both live and work in La Jolla. La Jolla's professionals, entrepreneurs, residents and development agencies have transformed the area into a vibrant community with all the amenities for residences, businesses and visitors. La Jolla is a place to relax and enjoy life, and is the ideal Southern California location for people of all ages.

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**SHOPPING:** Shoppers will find a variety of options when in La Jolla. From high fashion apparel and accessories, specialty items, vintage clothing, jewelry, fine art, one of a kind items, fine rugs, antiques and home furnishings. Along trendy Prospect Street and Girard Avenue, known as the "Rodeo Drive" of San Diego, shoppers will find a potpourri of upscale boutiques and specialty shops. National retailers include Ralph Lauren, Banana Republic, Brooks Brothers, Talbots and Tommy Bahama. Stores in La Jolla are open seven-days-a-week and parking is ample.

**DINING:** La Jolla's uptown opulence is more than matched by its abundance of fine restaurants and imaginative eateries. There is a wide range of restaurants in La Jolla -- from first-class dining to every-day casual dining. The "Village" and La Jolla Shores offer a variety of international foods including Italian, Thai, Indian, Persian, Mexican, Spanish and Pacific Rim seafood. A variety of steakhouses are available in addition to hand-prepared sushi and the full range of American cuisine.

**ARTS & CULTURE:** La Jolla blends its majestic past and architecture with upscale modernism to create a vibrant kind of magic. Take in a comedy act from well known comedians at the world famous Comedy Store, a stroll along La Jolla's beautiful shoreline or visit a fine art gallery while in town. Notable stops on the arts & culture front include:

Athenaeum Music and Arts Library

La Jolla's Athenaeum Music & Arts Library, is one of only 17 nonprofit, membership libraries in the United States. The library, devoted exclusively to music and art, has an outstanding and ever-expanding collection of books, periodicals, reference material, compact discs, videocassettes, CD-ROMs, DVDs, LPs, sheet music, music scores and librettos, as well as one of the most significant collections of artists' books in Southern California. The library is open to the public five days a week.

The La Jolla Playhouse

Boasting a Hollywood pedigree (founded in 1947 by Gregory Peck, Dorothy McGuire, and Mel Ferrer), and a 1993 Tony Award for outstanding American regional theater, the Playhouse stages seven productions each year (May-Dec). Each play has something outstanding: a nationally acclaimed director or highly touted revival (such as when Matthew Broderick starred in *How to Succeed in Business Without Really Trying*, which started out here). *The Who's Tommy* and the revival of *Thoroughly Modern Millie* also premiered at the Playhouse before going on to great acclaim on Broadway.

Museum of Contemporary Art

Known internationally for its permanent collection and thought-provoking exhibitions, the museum's collection of contemporary art comprises more than 3,000 works of painting, sculpture, drawings, prints, photography, video, and multimedia works. The holdings include every major art movement of the past half-century, with a strong representation by California artists. You'll see particularly noteworthy examples of minimalism, light and space work, conceptualism, installation, and site-specific art -- the outside sculptures were designed specifically for this site.

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### La Jolla Historical Society

The La Jolla Historical Society is an active organization of more than eight hundred members. The organization is dedicated to the discovery, collection and preservation of La Jolla's historical artifacts, memorabilia and sites and structures and is committed to increasing the community's awareness of its heritage by providing access to its collection and disseminating information.

### **GOLF:**

With over 90 golf courses and a temperate climate, San Diego is a year-round golfer's paradise. Most notable, and the only public course in La Jolla, is Torrey Pines State Golf Course, home of the 2008 US Open and the US Open scheduled to take place in 2021. The course features two municipal 18-hole championship courses, situated on a bluff overlooking the Pacific Ocean.

### **SCIENCE**

#### **& EDUCATION:**

#### University of California at San Diego / UCSD

The University of California, San Diego (popularly known as UCSD) is a public, coeducational university located in La Jolla. Founded around the Scripps Institution of Oceanography in 1959, it has grown to become one of the most selective University of California campuses.

#### Scripps Institution of Oceanography

Founded in 1903, the Scripps Institution of Oceanography is one of the oldest, largest, and most important centers for marine science research, graduate training, and public service in the world. More than 300 programs may be under way at any time, including studies of air-sea interaction, climate prediction, earthquakes, the physiology of marine animals, marine chemistry, beach erosion, the marine food chain, the ecology of marine organisms, the geological history of the ocean basins, and the multidisciplinary aspects of global change and the environment.

#### Salk Institute

Jonas Salk, the developer of the polio vaccine, established the Salk Institute for Biological Studies in 1965. His goal was to create an institute that would serve as a "crucible for creativity" to pursue questions about the basic principles of life. He wanted biologists and others to work together to explore the wider implications of their discoveries for the future of humanity. Today, the Salk Institute conducts its biological research under the guidance of 58 faculty investigators, employing a scientific staff of more than 850, including visiting scientists, postdoctoral fellows, and graduate students.

### **MUST SEE**

#### **ATTRACTIONS:**

#### Birch Aquarium at Scripps

The largest oceanographic exhibit in the United States and a program of the Scripps Institution of Oceanography is the aquarium is ideally situated in La Jolla overlooking the Pacific Ocean. More than 30 tanks are filled with colorful saltwater fish, and a 70,000-gallon tank simulates a La Jolla kelp forest. Besides the fish themselves, attractions include a gallery with sea-theme exhibits, a simulated submarine ride, supermarket shelves stocked with products derived from the sea and other interactive educational exhibits.

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### Sunny Jims Cave/ The Seven Sisters

On La Jolla Cove's northern lip are the La Jolla Caves, seven elongated fissures (called the Seven Sisters) in the cliff walls that can be entered from the ocean when the tide is low. The largest, "Sunny Jim's Cave," is accessible from the La Jolla Cave and Cave Store. It's a walk of 145 sometimes slippery steps down a tunnel to Sunny Jim, the largest of the caves and the only one reachable by land. The tunnel, man-made, took two years to dig, beginning in 1902. Later, a shop was built at its entrance. La Jolla Cave Store, a throwback to an earlier Shell Shop, is still the entrance to the cave, which was named Sunny Jim after a 1920s cartoon character.

### Ellen Browning Scripps Park/La Jolla Cove

A must-see first stop in La Jolla is the park and cove, satiated on Coast Boulevard, which loops along the Pacific Ocean shoreline, just below fashionable Prospect Street. The area and its windswept trees stand on a cliff-side perch, staring down precariously on La Jolla Cove and Alligator Point, a semicircular strip of rock coves, tide pools and shell-strewn beaches.

### Torrey Pines State Reserve

This 2,000-acre state park is visited by travelers from all over the world and by local residents who come daily to rest at the stunning coastal overlooks, walk a peaceful trail or exercise in an unspoiled environment. There are eight miles of hiking trails, a visitor center and guided nature walks on weekends and holidays

### The Children's Pool

The Children's Pool is a tiny cove protected by a concrete breakwater and used to be a swimming area for children until the seals and sea lions took over. The beach is still a beautiful spot to watch the seals and sea lions playing in and around the shore or at Seal Rock, their offshore reserve. Visitors can walk out onto the breakwater for close-up views of the Pacific or to observe the tidal pools teeming with interesting sea creatures. Grassy picnic areas are available to the north and south.

### La Jolla Shores Beach

La Jolla Shores Beach is ideal for picnicking, jogging, swimming, kayaking, snorkeling and surfing. By day or by night, this is one of the county's best beaches for all brands of fun in the sand -- and all the palm trees will remind you of why you chose to visit San Diego in the first place. The adjacent Kellogg Park also provides playground equipment for children.

### La Jolla Underwater Park

Located just off La Jolla Shores Beach lies the La Jolla Underwater Park, a 6000-acre ecological refuge that attracts an abundance of marine life and scuba divers. Established in 1970, the underwater park stretches 10 miles from La Jolla Cove to the northern end of Torrey Pines State Reserve, and extends from the shoreline to a depth of 900 feet. The park is a boat-free zone, with undersea flora and fauna that draw scuba divers and snorkelers, many of them hoping for a glimpse of the state fish, the brilliant orange garibaldi.

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