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MISSION  
BEACH

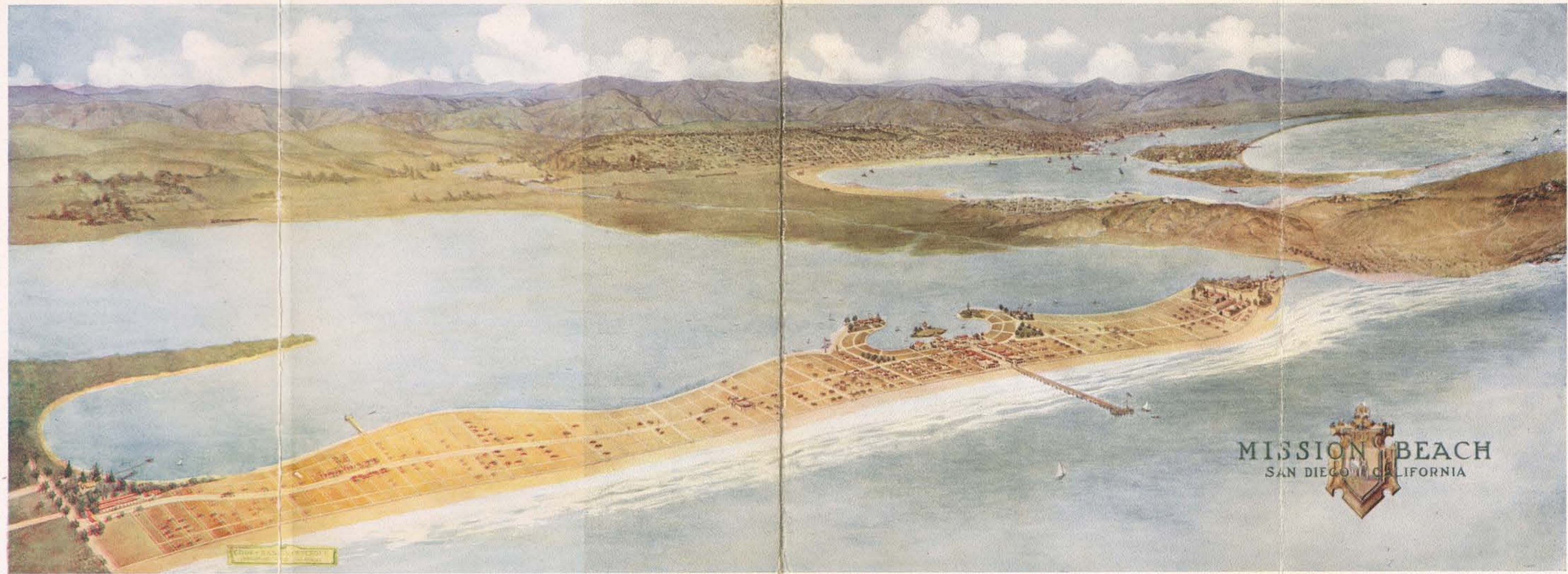
NATURE and art have here contributed to the making of a wonderful CIVIC CENTER—the unique configuration of the shore-line affording a rare opportunity for distinctive treatment which man's genius was quick to apprehend and transform into a marvellous architectural and landscape creation—daring and original in its concept.

To lovers of the water, Mission Beach offers a maximum of advantages—perfect surf-bathing, fine still-water swimming, and safe canoeing and sailing.



# MISSION BEACH

SAN DIEGO, CALIFORNIA.



MISSION BEACH  
SAN DIEGO, CALIFORNIA

**M**MISSION BEACH is a new and ideal subdivision located within the corporate limits of the City of San Diego, California.

It is on a peninsula two and one-third miles in length, varying in width from 500 to 1500 feet, running North and South, directly connected with the city by a bridge across the entrance to Mission Bay. This beach was intended, from the beginning, to be the natural playground of Southern California, located in the most ideal climate of the world, with the Pacific ocean on one side and the quiet waters of Mission Bay on the other.



#### WHAT NATURE HAS DONE FOR MISSION BEACH:

Furnished two and one-half miles of white sand beach on the ocean, a thousand feet wide at low tide; hard enough to hold the heaviest motor car; a perfect speedway, a perfect bathing beach. Furnished two and one-half miles of white sand beach on the bay, sloping gently into the crystal-clear water—the very sight of which suggests an irresistible desire to either swim, canoe or sail. Furnished a climate so perfect you can step out of your door and take your morning dip 365 days in the year. Furnished a strip of land facing out on the ocean and in on the quiet bay, and every lot within sight and easy walking distance of both. Furnished all of this within twenty minutes by auto or street car from the heart of the city.

#### WHAT MAN IS DOING FOR MISSION BEACH:

Providing an electric car service. Providing boardwalks along bay and ocean frontage. Providing numerous rest stations on ocean front. Providing 7½ miles of ornamental lights. Providing over 12 miles of sidewalk. Providing 16 miles of surfaced streets and alleys. Providing public schools, water, gas, electricity.



The initial developments now being installed will cost approximately \$400,000, consisting in part of five miles of ocean and bay boardwalk, the longest in the world; many miles of graded streets and alleys; entire peninsula to be electric lighted with ornamental clusters—including both bay and ocean frontage; a bridge 1600 feet long and 50 feet wide, with driveway, carline and walks; and an electric carline extended the entire length of Mission Beach, running direct to the center of the city of San Diego.

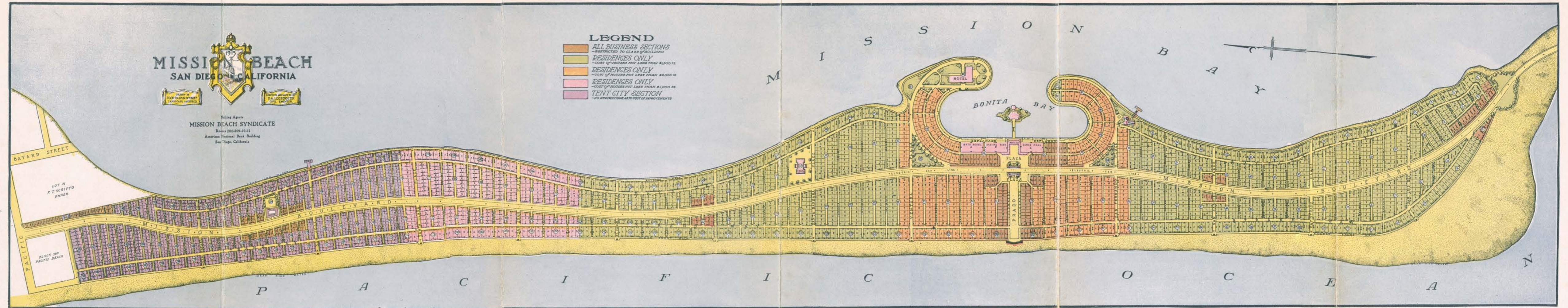
## NIGHT SCENE.

Much of the joyousness of life at Mission Beach will center about BONITA BAY, with its wonderful possibilities of WATER CARNIVALS, Dancing and Music.

Here the mentally or physically fatigued can find inspiration and stimulus in an atmosphere and environment that makes wholesome appeal to his poetic and esthetic sense—surroundings that breathe of the languorous isles of far Cathay or picture the lambent waters of the Levant.



# NOT ALONE A BEACH RESORT; BUT AN IDEAL RESIDENCE COMMUNITY



**MISSION BEACH**  
SAN DIEGO, CALIFORNIA

1919

MISSION BEACH SYNDICATE

Office Agents  
MISSION BEACH SYNDICATE  
Room 200-209-10-11  
American National Bank Building  
San Diego, California

**LEGEND**

- ALL BUSINESS SECTIONS  
RESTRICTED TO CLASS OF BUILDING
- RESIDENCES ONLY  
COST OF HOUSES NOT LESS THAN \$1,000.00
- RESIDENCES ONLY  
COST OF HOUSES NOT LESS THAN \$2,000.00
- RESIDENCES ONLY  
COST OF HOUSES NOT LESS THAN \$3,000.00
- TENT CITY SECTION  
NO RESTRICTIONS AS TO COST OF IMPROVEMENTS

**TENT CITY**

HERE will be located a tent city arranged along distinctive and original lines, where the lots will be sold to you—not rented—and where all lots are of ample size for purpose intended. It will have the same natural and developed advantages as all other sections of Mission Beach. Each owner is supposed to supply a tent storage house on the rear of lot used, if desired, as a private garage while he is at the Beach, and at other times to be used for storage of tent and its furnishings. In this section will be provided public comfort stations, playgrounds for children; bathing

pool; bath house, stables for ponies and carts, and public pier. Gas and electricity will be available to each lot as desired. No building restrictions in this section. The main boulevard and electric car line through the center, speedways, ocean and bay boardwalks, etc., are the same as other sections of the Beach. We expect that this section will be immensely popular, and that investments, at present low prices, will prove very profitable to purchasers.

**CONCESSIONS.**

Space at the extreme end of the peninsula has been reserved for amusement concessions, restricted to those of high class and unobjectionable character.

**PERMANENT HOMES**

Mission Beach offers to permanent residents an ideal place in which to live, as the following reasons will show: It is an absolutely restricted district, located within six miles of the center of the city of San Diego, and within short walking distance of business and amusement centers; it will have electric car service, public schools, water, electric light, gas, graded and paved streets, sidewalks, etc., and at the prices at which lots are offered at the present time, there is no other beach along the Pacific Coast which even remotely approaches Mission Beach in its attractive features for the home seeker.

**CIVIC CENTER**

Special attention has been given to the location of the Civic Center. Placed near the center of the tract, it is most easily reached from all parts of the Beach. Here will be found grouped most of the business lots, and reservations for public buildings, such as hotel, bath house, yacht club, casino and dancing pavilion. A majority of the business lots face on a promenade one hundred feet wide, which runs from ocean to bay, and at its intersection with Mission Boulevard opens into a public square. The east end of the promenade will be connected by a Japanese bridge with the island in Bonita Bay.

**FOR BUSINESS.**

Mission Beach, without including any of the adjacent or surrounding territory, will, when settled, contain a population of not less than 10,000 people. This does not include the transient population of the Tent City section. Business districts are limited to six sections or blocks, only, and no business of any character whatever will be permitted at other locations on the peninsula. This means that the business of the Beach will be centralized at the points designated, with consequent restriction of competition, thus affording an unusually attractive field for safe commercial enterprise.

**RESIDENCE LOTS.**

All residence lots must be within building line of lots and restricted in price according to location. The shore line of the tract is reserved by the syndicate. Private piers and landings may be built by lot owners, but must be in harmony with designs of the syndicate, and no inharmonious or objectionable structures on the water front will be permitted. This is in line with our determination to make Mission Beach the finest beach resort on the Pacific coast. With so many natural advantages, this is not a stupendous undertaking.

The undersigned take pleasure in stating that the gentlemen composing the Operating Syndicate of Mission Beach, have all been well and favorably known in San Diego for years. They have been intimately associated with the business and public activities of the city, and their reputation for integrity, ability and responsibility, is beyond question.

San Diegans have generally recognized the natural possibilities of Mission Beach, and we believe that the improvements being made by the Mission Beach Syndicate will create one of the most attractive beach resorts on the Pacific Coast.

*Charles F. O'Neill*  
 Mayor, City of San Diego, Calif.

*Carl Heilbron*

Pres. CHAMBER OF COMMERCE  
 OF SAN DIEGO COUNTY

*H. D. Dyer*

Merchants Nat'l Bank, San Diego, Cal.

*H. H. H. H.*

First National Bank San Diego, Cal.

*Julius Raue*

BANK OF COMMERCE & TRUST COMPANY, SAN DIEGO, CAL.

*Wm. H. Williams, Jr. Pres.*

American Nat'l Bank

*Arthur Cash*  
 The San Diego Savings Bk.

*E. J. Lodge*

Cashier  
 Southern Trust & Savings Bank

*J. H. H. H.*

U.S. Nat Bank

*Wm. H. H. H.*  
 Main Nat'l Bank



GENERAL AGENTS  
MISSION  
BEACH  
SYNDICATE

OFFICES

Rooms 208-9-10-11  
American Nat'l Bank Bldg.  
San Diego, California



