

The History of La Jolla Shores

La Jolla Shores, affectionately known to La Jolla's as the "Shores" is a neighborhood with village appeal that boasts restaurants, shops, a few hotels and one of La Jolla's most popular beach parks, Kellogg Park. Neighborhood development was first envisioned in 1913 when Easterner, Mary Elizabeth Clarke Rose Lowry, purchased 500 acres of Shores property for \$225,000.00. Before the early Shores development began, the beach, known in those days as "Long Beach" and a portion of the surrounding area was home to a dairy farm. During these early days of La Jolla's history, only the dairy cows languished on the sandy beach and young boys hunted for Indian artifacts and arrow heads on the sandy shore.



Cows on La Jolla Shores, "Long Beach" circa 1906

In 1907, years before the planned development of the Shores began, successful businessman, Wheeler J. Bailey, commissioned architects Irving Gill and Frank Mead to design a weekend retreat for him high above the ocean, just up from where the Marine Room sits today. Truly a La Jolla Shores pioneer, Mr. Bailey made the home his permanent residence around 1913. Historically designated as the Wheeler J. Bailey House, Historic Site #782, this historic home on Princess Street remains in Mr. Bailey's family to this day.



The Wheeler Bailey/Irving Gill House - Historic Site #782

By the mid-1920s, the Evans-Lee Corporation from Los Angeles (noted for developing the Wilshire District) began the "La Jolla Shores Development" project and advertised it as having the "best beach in California." The stock market crash of 1929 and the great depression that followed halted the development that was planned for La Jolla Shores and it was not until after World War II that development slowly began once again. By the 1950s and 60s, La Jolla Shores was experiencing a boom in the construction of new homes. Today, several of the Shores original 1920s homes remain.



*The Uriah & Clara Barkey House - Historic Site #759
Built in 1929 in the Spanish Eclectic style, the home is considered to be one of the first seven homes built in La Jolla Shores and is known as one of the Seven-Sisters Residences*

La Jolla Shores is also home to the La Jolla Beach & Tennis Club. Founded in 1927 as the La Jolla Beach & Yacht Club, the club encompasses 20 prime beachfront acres and is surrounded by beautiful landscaping.



