The Pier was first conceived in the early 1920’s by local Realtor Earl Taylor and Ernest Pickering. “Pickering’s Pleasure Pier” opened to the public in 1927 later being renamed The Crystal Pier in 1936.

Located in San Diego’s Pacific Beach neighborhood, the 872’ long Pier strived to offer an amusement park setting above the water like those in Venice Beach and Santa Monica, the later was developed by Ernest Pickering.

Crystal Pier is the jewel of what once was called San Diego Beach; a NEW proposed master plan development back in the 1920’s. The Pier was positioned to attract homeowners to the area.

The Cape Cod-style cottages were added in the 1930’s. However, during the next 10 years, Pier ownership was in limbo as disputes with the City of San Diego continued to arise.
There once stood a magnificent grand ballroom – only to be destroyed months after opening from faulty piers. Surging storms took out portions of the pier and it was rebuilt to the 872’ long Pier we have today. A barge slammed into the pier knocking out a cottage too, over the years the pier has stood the test of time and political unrest. It is open to the public daily and closed to guests only at night.

A storied tale of development of Love and Loss; between a historic Ballroom and a proposed Ferris Wheel, to the City of San Diego taking over a portion of the Pier demanding rent, and multiple owners investing and losing a fortune; the community pride stood tall and demanded the historic place be retained. Crystal Pier today is a San Diego Treasure.