

Old California Restaurant Row

Back in 1972, Jim Eubank began looking for land in San Diego's North County, then a rural farming area. Jim, a lifelong world-class swimmer and real estate developer, had just completed two commercial buildings in the Hollywood Hills area and was ready for a new adventure.

Jim and his wife Vera finally settled on a 20 acre parcel in the town of San Marcos at what is now the intersection of San Marcos Blvd and Via Vera Cruz. Because the land was halfway between Escondido and the coast, they felt confident it would become a busy commerce center in the near future. Selling oranges, lemons and grapefruit from the back of their truck, the Eubanks soon had enough business to move into their own building. Business was brisk but soon Jim saw another opportunity in something lacking in the area: restaurants.

Jim's concept was unique. Starting in 1978 with one restaurant, Gentlemen's Choice, he began developing Old California Restaurant Row, an entire neighborhood of individualized eateries. Soon others followed including a Swedish smorgasboard, a seafood house and an Italian spot. Eubank even began collecting used timbers so all restaurants would have an old California atmosphere, yet he made sure each one had its own distinct look and feel. His exceptional creation was recognized in 1995 when the San Marcos Chamber of Commerce named him Business Person of the Year.

Today, Old California Restaurant Row is one of North County's most happening spots. Some eighteen top-notch restaurants, from Japanese sushi to premium steak houses, are now doing brisk business. Complete with the enormous Edwards 18 Cinemas and surrounded with unique charming village boutiques, Jim Eubank's vision continues to be one of the most consistent attractions for San Diego's North County.