

The Coastal Lifestyle Guide

SAN DIEGO

neighborhoods that maximize
effortless coastal lifestyle

Why the “sunshine tax” exists

San Diego’s coastal real estate isn’t expensive by accident.

The premium attached to living near the ocean exists because of the lifestyle it unlocks.

Morning coffee with an ocean view

Walks that turn into a full afternoon outside

Spontaneous coastal drives that stretch into golden hour

The neighborhoods in this guide are the pockets I most often recommend to buyers who want their home to support that lifestyle.



Local Favorites

Just to name a few...

COFFEE

Steady State Roasting
Lofty Coffee
Blue Whale
OB Beans
Selva Coffee House

SWEETS

Sourdough & Moore
Wayfarer Bread & Pastry
Handel's Ice Cream
Ans Electronic Repair
VG Donut & Bakery

BREAKFAST & LUNCH

Queenstown
The Cottage
Atelier Manna
Wildland
Sugar & Scribe

BEACHES

Windansea Beach
Del Mar City Beach
Moonlight Beach
Tamarack Beach
Kellogg Beach

DINNER

Jeune et Jolie
AR Valentien
Addison
Lilo
Cesarina

ADVENTURE

Sunset Cliffs coastal walk
Torrey Pines hike
Kayak La Jolla Sea Caves
Coastal Rail Trail bike ride
Agua Hedionda Lagoon paddle



Point Loma

Median Sale Price: \$1.7M

Point Loma offers a quieter coastal lifestyle just minutes from downtown San Diego. With harbor views, marina access, and established residential neighborhoods, it blends coastal scenery with a more relaxed, residential pace.

Lifestyle

- Scenic views along Sunset Cliffs Natural Park
- Yacht clubs, harbor access, sailing, and marina culture
- Walkable pockets around Liberty Station
- Quick access to downtown and the airport



Strategic Insight

Point Loma offers coastal proximity, bay and downtown views while typically providing slightly larger lots and value compared to the neighboring Ocean Beach community.



Ocean Beach

Median Sale Price: \$2.1M

Ocean Beach is one of San Diego's most authentic beach communities, known for its eclectic laid-back surf culture and walkable coastal lifestyle. It maintains a strong local identity with classic surf-town energy and direct beach access.

Lifestyle

- Walkable Newport Avenue restaurants and cafés
- Scenic views from Sunset Cliffs Natural Park
- OB Pier sunsets and surf culture
- Weekly farmers market and strong local scene
- Dog Beach and easy coastal access



Strategic Insight

Ocean Beach remains one of the few coastal neighborhoods where buyers can still access true beach proximity at a slightly more attainable entry point than other San Diego coastal markets, due to older construction and varying smaller lots



La Jolla

Median Sale Price: \$3.9M

Known as the Jewel of San Diego, La Jolla represents one of San Diego's most iconic coastal markets, combining dramatic ocean views, village walkability, and world-class scenery. It offers a refined coastal lifestyle with some of the most desirable oceanfront property in all of Southern California.

Lifestyle

- Coastal walks along La Jolla Cove and the coastline
- Dining and shopping in La Jolla Village
- Oceanfront parks, beaches, and marine life
- Surf breaks and coastal viewpoints throughout the area



Strategic Insight

La Jolla's limited coastal inventory and global demand have historically supported some of the strongest long-term property values along the San Diego coastline.



Del Mar

Median Sale Price: \$4.3M

Del Mar blends small-town charm with one of the most prestigious coastal settings in Southern California. Its blufftop homes, walkable village, and scenic beaches create a distinctly elevated coastal lifestyle.

Lifestyle

- Walkable cafés and restaurants in Del Mar Village
- Bluff-top coastal trails and scenic viewpoints
- Del Mar Beach and the nearby racetrack & fairgrounds
- Easy access to Torrey Pines hiking trails and world-class golf course



Strategic Insight

Del Mar's extremely limited supply of coastal homes continues to make it one of the most consistently competitive and high-demand markets in San Diego.



Encinitas

Median Sale Price: \$2.4M

Encinitas offers a unique blend of surf culture, creative energy, and modern coastal living. It's one of North County's most balanced coastal communities, combining beach access with vibrant local neighborhoods.

Lifestyle

- Bluff-top walking trails and ocean viewpoints
- Strong café and coffee culture
- Surf breaks like Swami's and Moonlight Beach
- Outdoor fitness and wellness community



Strategic Insight

Encinitas often offers more home size and value compared to South County coastal neighborhoods while still delivering the full coastal lifestyle.



Carlsbad

Median Sale Price: \$2.3M

Carlsbad combines wide sandy beaches with a slightly more relaxed and spacious coastal environment. The Village offers walkability while surrounding neighborhoods provide newer homes and a quieter pace.

Lifestyle

- Walkable Carlsbad Village restaurants and cafés
- Home to 2 of San Diego's Michelin Starred restaurants
- Wide sandy beaches and coastal walking paths
- Local breweries, markets, and community events
- Easy access to golf, resorts, and outdoor recreation



Strategic Insight

Carlsbad often appeals to buyers looking for coastal access with larger homes and newer construction compared to some of the older beach communities further south.

**Most agents start
with *listings*.**

**I start with a
conversation.**

Before we look at a single property, I want to know what your ideal Saturday looks like. Where you want to grab coffee. Whether you need to be walking distance from the water or just close enough to feel it.

That conversation changes everything — because the right home isn't just the right square footage at the right price. It's the one that fits the version of your life you're building toward.

"The right home isn't just a great deal. It's the one that fits the life you're actually trying to live."

I work with a small number of clients at a time — intentionally. I live this lifestyle myself. My wife and I have spent years exploring these neighborhoods before I ever started selling in them.

READY TO FIND YOURS

Let's find your *neighborhood.*


Whether you're actively searching, relocating to San Diego, or just starting to figure out where you'd actually want to live — this is where I can help.

I offer a complimentary strategy conversation for buyers who are serious about finding the right fit in coastal San Diego. No pressure, no pitch. Just an honest conversation about your goals, your timeline, and what the process actually looks like.

- **Lifestyle-first approach** — we find the neighborhood before we find the home
- **Direct, responsive communication from start to finish** — you always know where things stand
- **White-glove service** backed by Douglas Elliman, one of the most respected names in luxury real estate

Quinlan Gaughan

DOUGLAS ELLIMAN REAL ESTATE | DEL MAR

 619.317.9035

 quinlan.gaughan@elliman.com

 quinlangaughan.com

YOUR COASTAL SAN DIEGO LIFE STARTS WITH ONE
CONVERSATION