

Massive Mavericks Beach Club riding waves of anticipation



Located on a 15,000-square-foot property, Mavericks Beach Club will provide both daytime and nighttime amusement for PBers.



The community said goodbye to Pacific Beach Bar and Grill a few years ago, and it's about time to welcome a new and improved entertainment venue to Garnet Avenue. Located on a 15,000-square-foot property, Mavericks Beach Club will provide both daytime and nighttime amusement for PBers.

"We've created Mavericks to pay homage to California's largest surf break and one of the world's top surfing destinations. Mavericks captures and celebrates California's infectious beach and surf culture," said Eric Lingenfelder of Verant Group. He has teamed up with Mark Cirillo and David Cohen to bring the new neighborhood attraction to life.

After purchasing the former PB Bar and Grill in spring 2015, the building was completely torn down for a full remodel. With a brand new design and architecture plan headed by Bluemotif Architecture, Mavericks' two-story party playground is filled with ample space for dancing, dining, and drinking. Visitors can expect outdoor games, cocktails, food, flat screen TVs, sports, a dance club, and plenty of open-air seating.

Verant Group is no stranger to the bustling bar / restaurant scene in San Diego. Their other locations around town include barley mash, Tavern, Sandbar Sports Grill, True North Tavern, Westroot, The Smoking Gun, and a downtown coffeeshop called Spill the Beans. Bluemotif Architecture has also been the mastermind behind San Diego favorites Kettner Exchange, The Crack Shack, Queensborough, and the newly popular Green Acre/ Campus Pointe.

With the expertise and experience of the Verant Group and Bluemotif collaboration, it's no surprise Mavericks looks like a Hamptons beach getaway retreat, basking in modern luxury design. The venue's crisp white architecture radiates a light and airy feel, while the market-lights add an intimate, cozy appeal to the giant space.

Decked out with contemporary coastal decor and community seating via round tables, the bar presents a laid-back, but still sophisticated, local vibe. Visiting during the cooler months? Don't fret- there are plenty of cozy spots around the fireplaces located outside.

Mavericks Beach Club is set to be an ultimate party destination, dawning five full bars and Baja-inspired lunch and dinner menus. Think tacos (of course), burgers, sandwiches, entrees, and small plates paired with kombuchas, craft beers, wines, and freshly curated cocktails.

Lingenfelder also points out that the venue will offer live entertainment and other various events, which sets it apart from most venues in PB. “We have an exciting lineup of entertainment events planned for 2018, including block parties with DJs and national touring bands.”

Perhaps one of the coolest parts about Mavericks? It has a bike valet. Enough said! The community is ready to stop by for a cocktail... or two.

Mavericks Beach Club

Where: 860 Garnet Ave.

Hours: Grand opening on March 1.

Info: maverickssd.com