

FOR IMMEDIATE RELEASE

Wednesday, October 7, 2026

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Man Killed at Crystal Pier in Pacific Beach Identified

San Diego – Shortly after 2:00 a.m. on Monday, October 5, 2026, several people called 9-1-1 to report a shooting at Crystal Pier in the 4500 block of Ocean Boulevard in Pacific Beach.

Employees of a nearby bar heard gunshots and ran outside. They found a man who was critically injured, and they began first aid.

San Diego Fire-Rescue personnel and officers from Northern Division arrived minutes later and continued life-saving efforts. The victim, now identified as Luis Alberto Quiroz-Arreola, 31, was taken to a hospital, where he died. Detectives have confirmed he was an unarmed security guard working at Crystal Pier at the time of the shooting.

The San Diego Police Department's Homicide Unit is handling the investigation and is asking for the public's assistance with information on this case.

SDPD's Homicide Unit encourages anyone with information about this case to please call the Homicide Unit at (619) 531-2293 or Crime Stoppers at (888) 580-8477.

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