The months-long battle between Pacific and Mission beaches business owners and the city over boardwalk bike share stations is apparently over. In a somewhat surprising development, the city and DecoBike have now both backed off on boardwalk bike-sharing.

“The city, per discussions with DecoBike, will focus on expanding the bike station locations by increasing the use of bike share for transit connectivity and short trips, which continues to support the city’s Climate Action Plan efforts and mobility hub plans,” said Stacey LoMedico, the city’s assistant chief operating officer. “As a result, the city is proposing new locations in the urban core areas, which will be presented to the appropriate community planning groups.

“Based on this current focus,” continued LoMedico, “DecoBike will remove and relocate the bike stations listed below to urban locations through a city community outreach process. The removal of the bike stations will be for better use of the space.”

Former town council president Jolley named Pacific Beach Citizen of the Year

Catherine Jolley, the former Pacific Beach Town Council president, was named this year’s Citizen of the Year for Pacific Beach. Jolley received the honor for the continued support she has provided and for the season-opening breakfast she organized for all life-guard divisions together.

Every 10 years, the lifeguards hold a division meeting before the summer season begins. Jolley organized an opening breakfast for this year’s life-guard meeting and received a lot of donations for the event. For example, each lifeguard received a gift bag.

“I think it has been an honor to work with the lifeguards and to be a part of the lifeguard organization. They have a beautiful culture and camaraderie,” Jolley said.

Jolley works with the Pacific Beach Town Council as well as the San Diego Police Department Northern Division Captain Advisory Board. She is also teaching in El Cajon.

Jolley thinks Pacific Beach is the best place to live in San Diego. “It is a good place raise your family and in the last few years the community has really come together,” she said.
New development with luxury apartments, retail being built on Mission Bay Drive

National developer JPI recently announced the close of construction financing for Jefferson Pacific Beach, scheduled to break ground this month. The mixed-use property, with luxury apartments and retail, is a $103.5 million development with bay-front views, comprising three-levels of podium construction on a nearly three-acre site on Mission Bay Drive.

For decades, the land had been home to the former Guy Hill Cadillac dealership. PCCP, LLC, a Los Angeles-based real estate finance and investment management firm, provided the construction loan. Jefferson Pacific Beach will provide 172 luxury apartment homes, and 14,000 square feet of ground floor retail and creative office space. San Diego architectural firm, Carrier Johnson + Culture, created an innovative, leading-edge design, which includes unique amenities, such as a surfboard repair/DIY station, and watersport storage space.

In addition, the project includes upgrading seven existing traffic signals and the addition of one new traffic signal within the Mission Bay Drive corridor with an “adaptive traffic signalization” system. This state-of-the-art system allows real-time traffic coordination to help achieve efficient traffic flow and may relieve congestion on Mission Bay Drive.

The new development will be a neighbor to the iconic flagship Rubio’s restaurant on Mission Bay Drive. Rubio’s founder, Ralph Rubio, said of the project: “Jefferson Pacific Beach will bring a fresh, community-oriented development to the Mission Bay corridor, while preserving the uniqueness of our neighborhood. I think it’s only the beginning of greater, well-deserving things to happen here.”

The property is located directly adjacent to Mission Bay Park. Developed from the 1940s through the 1960s, Mission Bay Park is the largest aquatic park of its kind in the country. It consists of more than 4,600 acres in roughly equal parts land and water. Mission Bay boasts 27 miles of shoreline, 19 of which are sandy beaches with eight locations designated as official swimming areas.

Councilmember Lorie Zapf said: “Jefferson Pacific Beach will be the catalyst for great improvements to the Mission Bay corridor. I look forward to watching this project break ground and offer much-needed housing in Pacific Beach.”

Jefferson Pacific Beach will provide 172 luxury apartment homes, and 14,000 square feet of ground floor retail and creative office space.

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Mission Beach sign receives makeover

Artist Chris Cott has replaced the Mission Beach sign with a newer, more colorful version on the north side of West Mission Bay Drive, near the Bahia Hotel.

Twenty years ago, Cott received a request by the Mission Beach Town Council to design and make a Mission Beach sign. That sign became weathered, so he recently built and painted a bright new sign to replace the old one.

“The sign was battered by the weather conditions in the beach area and it had to be replaced,” said Cott. “It is nice to improve the community in any level and I get a lot of compliments on it,” said Cott.

He is a former Mission Beach resident and he fondly remembers his time in Mission Beach.

Cott owned Chris’ Custom Airbrush business on the boardwalk of Mission Beach for 24 years. He is now working on location and is decorating bars and restaurants in San Diego. He is also working with removing graffiti from the streets and is making signs.

“When Cott designed the Mission Beach sign 20 years ago, he wanted it to reflect the Mission Beach community,” said Cott.

Coastal Cleanup Day set for Sept. 16

From 9 a.m. to noon on Saturday, Sept. 16, an estimated 7,500 volunteers will participate at more than 100 sites across San Diego County as part of the 33rd annual Coastal Cleanup Day hosted by I Love A Clean San Diego.

I Love A Clean San Diego has coordinated this event locally for 31 years and successfully mobilizes thousands of volunteers, while also supporting cleanup efforts in Tijuana. Volunteers of all ages and ability levels are encouraged to sign up for a site in their neighborhood and help leave a lasting impact on the whole region.

For more information about sites and volunteer registration, visit www.cleanupday.org.

Woman’s vehicle stolen in Mission Bay Park

Griselda Romero was sleeping in her vehicle in the passenger seat on the frontage road on the south side of 800 Seaworld Drive at 9:25 a.m. on Sept. 3. The windows were slightly rolled down and the doors were not locked.

The suspect, described as a white male, 30-40, 5-foot 11-inches tall, brown eyes and hair, skinny to muscular build, grey shorts, no shirt, (possible tattoo on upper chest), walked up from the riverbed area and opened the driver’s door.

The victim woke up with the suspect telling her to give him the keys to the car. She got out and left the keys on the seat. Suspect took the vehicle and drove off westbound on Seaworld Drive. Romero had a dog and cat in the car. The stolen vehicle is a 2010 Toyota Rav-4, white with a broken windshield (license plate: CA 6NVG671.)

Anyone with information related to the above incident is encouraged to call Crime Stoppers at 888-580-8477.
Discover PB raising funds to keep Clean and Safe program going

By SARA BERNS

The Discover PB Clean and Safe program is a pilot program developed to address not just traditional cleaning and security, but to provide the tools needed to make positive change to its homeless and transient population, and to improve the safety and cleanliness of the entire community.

The goals of Pacific Beach Clean and Safe are to help homeless individuals by providing jobs and upward mobility, and to decrease complaints associated with inappropriate behavior. The program has been ongoing since February, and has already seen a lot of success.

Pacific Beach Street Guardians is a nonprofit organization that functions as a social enterprise. They offer street cleaning, janitorial and custodial services, and event set-up and take-down to local businesses as well as residents. They hire people who are currently experiencing homelessness, offering them part-time transitional jobs that move them toward self-sufficiency.

They also conduct community education, serving as a bridge between housed and unhoused populations, sharing about life on the streets to dispel myths and stereotypes about those who experience homelessness.

Since Pacific Beach Street Guardians started to service the Discover PB Clean and Safe contract, they have had 13 team members emptying garbage cans, picking up trash, sweeping, raking, weeding and removing graffiti from the public sidewalks, streets and right of ways in the Pacific Beach business improvement district. Pacific Beach Street Guardians team members also serve as outreach ambassadors to others who are experiencing homelessness, helping to offer resources for services as needed.

Because of the steady employment generated by Discover PB Clean and Safe, the street guardians have moved on to more stable living situations — two members earned enough money to relocate back with their families in the Midwest, one member was able to secure veteran housing, and another was offered a full-time position and housing.

Secure jobs offer team members a place to build self-esteem, confidence, discipline and dignity. These necessary skills transfer to other types of work and in to other facets of life. Having a place to belong — a place where they are needed and valued — serves as a cornerstone in building back what is needed to remove the barriers that may keep people from becoming self-sufficient. Discover PB Clean and Safe has offered an important piece of what it takes to move street guardians’ team members toward a life off of the streets.

The program’s safety ambassadors have been busy as well. Just this last month they handled eight fights, seven trespassing issues, two situations with weapons, two medical calls, two mental health issues and one indecent exposure. They are equipped with resources to provide alternatives for the homeless population, as well as having given referrals out to many of PB’s most vulnerable residents.

This program is funded entirely by temporary grant funds awarded from Councilmember Lorie Zapf, and Discover PB event funds and donations, and we have successfully secured $60,000. But that is only one-half the funding we need. In order to continue the program as is, providing six days a week of cleaning and 40 hours of safety ambassadors, we need to fundraise the remaining half.

Donations can be made to Discover Pacific Beach, tagged for Clean and Safe program, by check sent to 1503 Garnet Ave., or you may also donate by registering for Amazon Smiles and picking Pacific Beach Business Improvement Association as the charity where you would like to donate your proceeds.

Sara Berns is the executive director of Discover Pacific Beach.
Looking for something? Right Choice Senior Living has seniors that are a cut above the rest at fair & competitive rates. Right Choice Senior Living has Residential Care Homes located in highly desirable neighborhoods close to UCSD, La Jolla, Pacific Beach, Clairemont (Mount Street Area) medical facilities and the beach. Come see us today before making your final choice. Make the Right Choice Today. For more information call (619) 246-2903 or go to the website.

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Creative Treasure is a custom service for those in search of the authentically unique

By RONAN ELLIOTT

In the heart of Eastern Africa, south of Kenya, there lives a tribe called the Maasai. Though the Maasai have lived a self-sustaining and nomadic lifestyle for centuries, in recent years they have become dependent on the global economy. Every day, visitors are bussed to the tribe’s tourism outposts, where they receive a demonstration of Maasai culture and practice. The tribe has a website, and trinkets made by Maasai craftsmen can be found online.

For some, though, trinkets aren’t enough. For those who want a more authentic connection to a foreign place — whether it’s for a personal interest or a sentimental value — a new business is opening in Pacific Beach. Creative Treasure, a one-man boutique run by Devin Luther, offers custom service for those in search of something truly unique.

“What do you desire?” the company website asks. “Anything, from anywhere at any time. Nowhere is off limits.”

Creative Treasure specializes in acquiring authentic, hard-to-find items: masks from Africa; fabrics from Brazil; Russian art, crafted during the Soviet era and smuggled out of Cuba.

Creative Treasures caters its service to a very selective clientele. Its customers aren’t looking for a souvenir to put on their mantelpiece — rather, they want an artifact with a story behind it, and they’re willing to pay the costs to have it retrieved.

To this end, Luther documents his entire journey as he searches for each item. When the customer receives the artifact, they also receive recordings of all the factors that got it to their hands: the expedition, start to finish; the history of the item; oftentimes, conversations with the people who created it.

“A lot of these items end up having an emotional or spiritual connection,” said Luther, who is a seasoned globetrotter. He began traveling in his sophomore year of college; after a bout of sickness forced him out of school for a semester, he decided to join one of his friends in Brazil, where they spent five months exploring South America.

Luther and his friend lived for a while on an island, doing dishes at a local restaurant in exchange for room and board. They stayed in a run-down shack, and afterwards traveled north through Venezuela and El Salvador.

“That’s what started it,” Luther said. “I bought the travel bug, and it hasn’t left since then.” He began working odd jobs in the states, using his earnings to travel the world. He took advantage of the value of the dollar making his money last for months at a time. When he later founded a regional bus company, Big Woody Limos, he continued to travel, sometimes conducting meetings over Skype and email.

The idea for Creative Treasure grew gradually. At first it was little more than a side project; his friends would hear him talking somewhere, and would ask him to bring back a souvenir. Then it became a minor source of income.

Now the business is having its grand opening this September. Working on behalf of five customers at once, Luther will travel to Iraq and collect five items at the clients’ behest. Despite the niche market, he expects the business to succeed. He already has a number of enthusiastic investors.

“There’s a lot of people who have seen the rollout of the business and think that it’s amazing,” Luther said. “People haven’t even seen anything like this before. I think that it can be a service, to be helpful to a lot of people.”

You can find Luther online at www.creativetreasureco.com.

New rental shop, children’s playground in PB

By MATHILDE ROUSSEAU BJERREGAARD

PB Cyber is a new retail rental shop with more than just bikes, they also have different types of exotic bikes, surreys, electric cars, and hoverboards. Inside the 7,000-square-foot facility, will be laser tag, virtual reality, and ninja parkour—a big playground for children.

“I wanted to create a place where children can be active, play with their friends and meet new friends,” said owner Roger Blaas.

Blaas wanted to create a playground where children can be physically active while making friends with other children. He wants to encourage the children to have fun.

“I love children and I love sport. I have worked my whole life with children and sports, so I couldn’t think of anything I would rather do,” said Blaas.

Blaas is originally from Austria and he worked as a ski instructor, trainer, ski school director and hotel manager for many years. As a father and as a former trainer of successful athletes, he firmly believes in sports and playing as a way to bring out the best of each person.

Blaas lived in Pacific Beach in the ’90s and always wanted to come back and settle down here. He loves the area and wanted to do something nice for the residents of the community.

“We have created this place for local children to come and play every day. Children in Pacific Beach don’t have many places to go and play. Almost nobody has a backyard where their kids can play,” said Blaas.

PB Cyber is created for local children rather than for tourists. Residents can buy a monthly membership at the shop, so kids can come as much as they want to.

It’s always ‘72 and Hoppy’ for an official San Diego brew

The San Diego Tourism Authority has teamed with Midway-based Bay City Brewing Co. to create a specialty beer, “72 and Hoppy,” making America’s finest city the first U.S. travel destination with an official brew. Tourism officials described the new craft brew, a session India Pale Ale, as “relaxed and refreshing,” as well as “vibrant and full of flavor.”

“72 and Hoppy was created with the intention to introduce new beer drinkers to the hoppy flavor profile for which San Diego is known,” said Bay City spokesperson Hana Prazunsky.

Prazunsky said Bay City Brewing Co., which is located at 1760 Hancock St., “is honored to represent the community of independent beer makers of San Diego.”
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New coach, attitude for Bucs football

With another season of football underway, new Mission Bay head coach Kenny Nears is looking to change how the Bucs do things. Coming off of a 5-6 season, the Bucs head into their home game versus West Hills this Friday evening with a 0-1 record.

If Mission Bay is to get over the hump, and back to the CIF playoffs, it will look this season to the likes of Kenny Russell (senior, RB/WR/DB), Isaiah Mitchell (senior, RB/LB) and Schyler Cerncieros (senior, WR/DB/DB) among others.

When asked about goals for this season, Nears said, “We just want to change the culture ... meaning lifting weights, summer lifting and conditioning program, developing our young players, especially the freshmen.” At the end of the day, Nears wants the team focus on the fundamentals of football.

Hired in July, Nears inherits a young team that must learn a new offensive playbook for the third straight year. “We have potentially 20 sophomores who will have to play varsity,” Nears commented. “We also have three CIF finalists on our schedule this year (The Bishop’s School, Saints, Christian), and a top 10 Lincoln team.”

Even with such obstacles, Nears added that the Bucs are getting better every week.

Field hockey looking to win Eastern League

With the new school year off and running, a couple Mission Bay High teams are looking for banner seasons.

In field hockey action, the Bucs, under head coach Kris Auer, finished 12-4 a season ago, losing in the CIF quarterfinals.

According to Auer, among the players to watch this season include midfielder Naomy Espinosa and defender Katrina Eisenhardt.

“Our goals are to win the Eastern League and do damage in the CIF playoffs,” Auer commented. “We have had the honor of having the MBHS valedictorian three-of-the-last-four-years on the field hockey team.”

Mission Bay is slated to play Santana High at home on Thursday, Sept. 7.

Cross country plans to run to City League title

Head coach Barry Dancher also has high hopes for his athletes this season. A year ago, the boys placed second in the City League.

According to Dancher, this year’s boys’ team features returning varsity members Nick Archer (junior), Sean Pavone (junior), Trevor Reichenberg (sophomore), Carter Taffe (junior) and Jason Watts (senior).

On the girls’ side, Dancher is looking for big contributions from the likes of returnees Leilani Ferguson (sophomore) and Alyssa Hernandez (senior).

Dancher also noted that freshmen Linda Ciffling and Gina Queck did very well in their first recent competitive high school race. “We expect great things from both of them during the next four years,” Dancher stated. “Our girls’ team is potentially, one of the best cross country teams in Mission Bay’s history.”

As Dancher sees it, with one of the largest groups of runners in many years, Mission Bay looks forward to a very exciting season throughout the program.

– DAVE THOMAS
**Mission Bay High**
- The Swim 24 Challenge took place at UC San Diego's Canyon View Pool, Aug. 26-27. More than $100,000 was raised during this 24-hour event, where team members swam in shifts for 24 hours to raise money benefiting the Drowning Prevention Foundation of San Diego, aka the San Diego Junior Lifeguard Foundation's Waterproofing America Initiative. Daly was on one of the two teams representing the Mission Bay High School Aquatics Program, which raised more than $6,900 for drowning prevention.

**Pacific Beach Middle**
- The USAF Clarinet Quartet will be performing in the Pacific Beach Middle School Auditorium at 7 p.m. Thursday, Sept. 14. The Clarinet Quartet is part of the U.S. Air Force Band of the Golden West from Travis Air Force Base. This concert is free and open to the public.

**Kyle Kupper**
- PB Palooza! Join friends and families to celebrate local music and arts. To enjoy yogurt for PB’s first Dine Out fundraiser on Wednesday, Sept. 20, at Yogurt on the Rocks. A portion of the proceeds will be donated to PB.
- Back to School Night is 5:30 p.m. Thursday, Sept. 21.

**Mission Bay Cluster**
- The third annual “Future Bucs” night is on Friday, Sept. 15, as the Mission Bay varsity football team plays Rancho Buena Vista at 6 p.m. at MBHS. This community-wide event gathers elementary and middle-schoolers and their families from the Mission Bay Cluster of schools to cheer on their high school team. To order T-shirts, email nadinedunphy@msn.com by Thursday, Sept. 7.

**Kate Sessions**
- Back to School Night takes place Thursday, Sept. 14. Food is available for purchase from 5 to 6 p.m., and classrooms will be open from 6 to 7 p.m. Use this opportunity to meet Sessions’ families, teachers, and view classrooms.

**PB Elementary**
- Enjoy yogurt for PB’s first Dine Out fundraiser on Wednesday, Sept. 20, at Yogurt on the Rocks. A portion of the proceeds will be donated to PB.
- Back to School Night is 5:30 p.m. Thursday, Sept. 21.

Laura Daly of Pacific Beach swims a shift in the Swim 24 Challenge.

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**Eat your heart out at latest restaurant walk in Pacific Beach**

Palete pleasers of all varieties will sate appetites at the annual Heart of PB Restaurant Walk from 4 to 9 p.m. Wednesday, Sept. 13.

This year, attendees will enjoy a leisurely stroll on this self-guided food tour in the Heart of PB between Dawes and Lamont streets. Hosted by Discover PB, a variety of menus from local restaurants will be available for only $25.

$30 at the door. Bring your appetite – all food is included at this popular annual event and will offer a great taste of Pacific Beach.

“Our restaurant walks are a great way to support our local restaurants while getting out to rediscover the neighborhood,” said Sara Berns, executive director of Discover PB. “Proceeds from our events goes right back into our programs like the Clean and Safe program, so you can feel good about every tick-

et purchase as well.”

“Proceeds from this event, and all our events, not only help promote our businesses, but are used towards our cleaning programs such as the 16 new trash cans we purchased and placed throughout the district,” Berns added.

Participating eateries include: Hammond’s Gourmet Ice Cream, Pavaraga Hawaiian Coffee, Buddy’s Diner, PB Sushi, Barrel Republic, Vallarta Express, Pielogy, Café Athena, Mr. Frostie, Tavern at the Beach, The Patio on Lamont Street, Woodstock’s Pizza, Pacific Beach Cantina, Tap Room, Cerveza Jack’s, The Fish Shop, The Broken Yolk Cafe, Yogurt on the Rocks, Costa Brava and Jambu Juice.

Tickets are available at pacificbeach.org, or at Woodstock’s Pizza, 1221 Garnet Ave., and Yogurt on the Rocks at 1886 Garnet Ave.

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