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DINING

It's 40 years and counting for Rocky's Crown Pub, which is an institution in Pacific Beach. Their burgers - constantly praised - are the real deal.

SEE PAGE 6



MISSION BAY

Mission Bay Park Committee voted Dec. 6 for alternative 2 for the De Anza Revitalization Plan that kept the golf course and added wetlands.

SEE PAGE 4



City Council punts again on short-term vacation rentals

No resolution after 10-hour meeting

By DAVE SCHWAB

After more than five hours of public testimony, and an impasse among its nine members, who split between two competing proposals to regulate short-term vacation rentals, San Diego City Council on Dec. 12 failed to approve new regulations to regulate the burgeoning industry.

The two proposals presented, which the council failed to merge, included a more-restrictive version (Option 1) authored by council members Barbara Bry and Lorie Zapf from Districts 1 and 2, and another less-restrictive proposal (Option 2) by inland council members Scott Sherman, Chris Ward Chris Cate and Mark Kersey. Swing votes consisted of City Council president Myrtle Cole of District 4, along with council members David Alvarez of District 8 and Georgette Gomez of District 9.

'Don't be on the wrong side of this issue. Find a compromise that protects our neighborhoods.'

TOM COAT
PACIFIC BEACH ACTIVIST

After multiple votes failed to gain a majority, Cole opted to end the hearing more than 10 hours after it began. Council members haggled over, and were unable to reach a compromise, on several issues regarding STVRs. Those stalemated issues included proposed ordinance language that

SEE RENTALS, Page 5

HOLIDAY HYSTERIA



The streets ran red in Pacific Beach on Dec. 9 as thousands of holiday enthusiasts participated in the fifth annual Santa Run. Following the run, the Santas, along with residents and visitors, watched the 38th annual Holiday Parade. PHOTO BY THOMAS MELVILLE

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Lifeguards vote to split from San Diego Fire Dept. and become independent unit

By DAVE SCHWAB

Signaling it may be time for a change, the San Diego Lifeguard Union voted overwhelmingly Dec. 6 to split from the San Diego Fire Department and become its own separate "Marine Safety Department."

The vote of the lifeguard's union, with 92 percent of the 102 eligible lifeguards casting ballots, was 76 in favor of leaving SDFD, 18 opposed.

"The 95 percent turnout itself was unprecedented," said Lifeguard Union chief Ed Harris, who has vocally opposed department changes made by Fire Chief Brian Fennessy.

"We are very concerned about the weather conditions that have created an extreme fire threat," said Monica Munoz, SDFD spokesperson, responding to the lifeguard union's vote to disengage from the fire department. "We are laser focused on this effort, and not union issues at the moment."

Following the union vote, Harris said the dispute is not about personalities, but rather about what's best ultimately for both San Diego firefighters and lifeguards.

"This isn't about Ed Harris versus chief Fennessy," Harris said. "You can remove all the names, and at the end

of the day, it's the structure of the department that needs to change."

Fennessy altered how radio dispatch works, with all water-related 911 calls now going first to the fire department instead of directly to lifeguards. Harris contends that communications switch delays lifeguards' emergency response times, threatening public safety.

Fennessy countered that Harris, a former City Councilmember, was guilty of political grandstanding and that the proposed change was not needed, and would not streamline or improve safety services.

Harris pointed out fire chiefs "change every two or three years," adding, the equipment used, and the roles of the two departments, are mutually exclusively in important ways. "They (fire) don't know what we (lifeguards) do, and we don't know what they do," Harris said.

Serge Dedina, mayor of Imperial Beach and a former lifeguard, said his city separated lifeguards out from firefighters into their own department. He characterized the change as a "no brainer."

"When you're running a city, departments should do what they do best," Dedina said. "You wouldn't have

the planning department running accounting or finance. Lifeguards are ocean- and bay-based aquatic professionals. They should focus on that. They need to run their own department. It's worked out really well for us. The issue is how to ensure people are safe everywhere."

Harris said the two-in-one SDFD is already substantially differentiated.

"We (lifeguards) already have a separate budget," he said. "We've always operated independently under (city) Park and Recreation."

Harris said the game plan now is for lifeguards to begin lobbying local plan groups and town councils, the mayor and the City Council to garner support for lifeguards becoming their own independent department.

Harris said there's no animosity between the two departments.

"Fire is a very important, large department," he said. "The lifeguards are a very important small department. We are experts, and should be led by experts. This is a win-win for everyone."

The lifeguard union chief said separating fire and lifeguard services needn't be a long, drawn-out battle.

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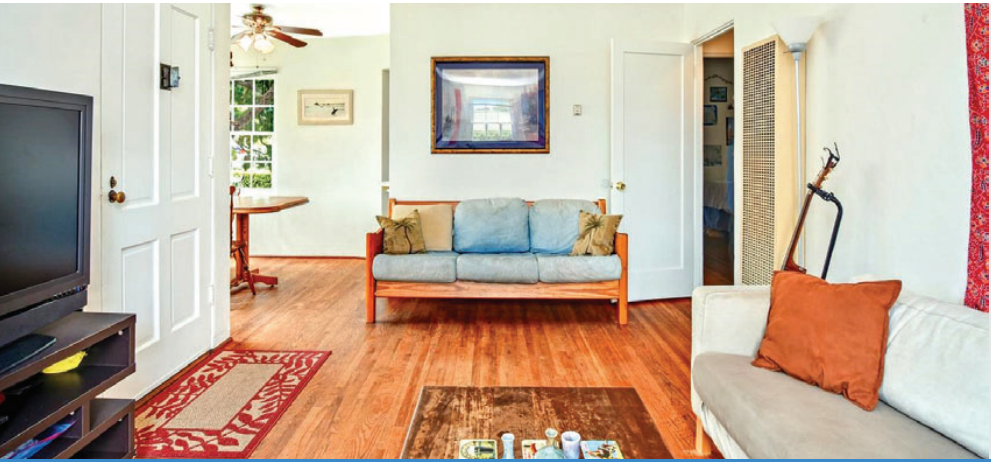


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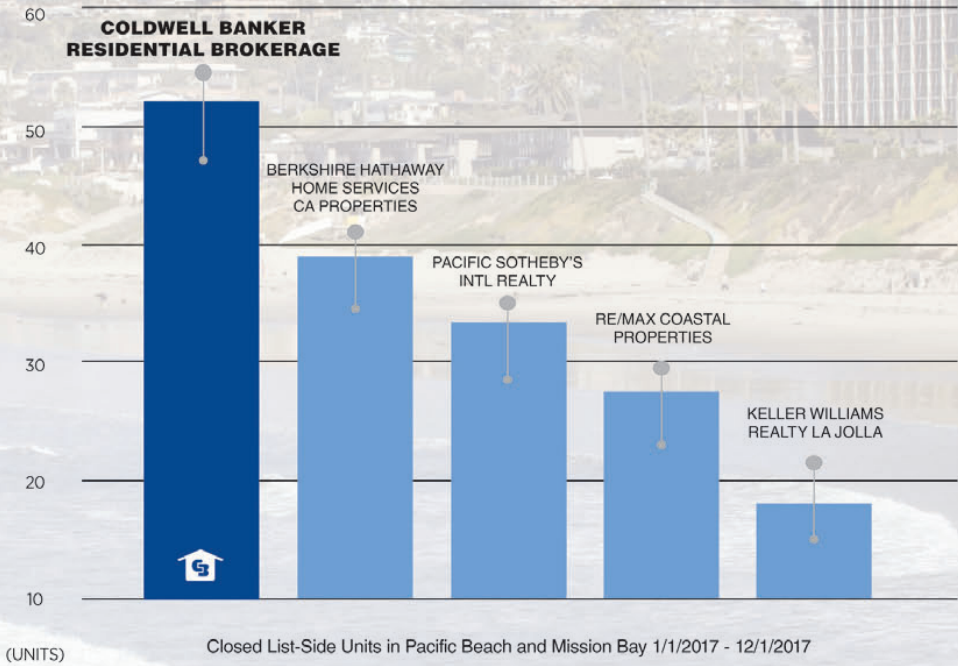
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Committee votes to keep golf course, add wetlands to De Anza Cove plan

Fate of Campland on the Bay uncertain

By DAVE SCHWAB

Mission Bay Park Committee voted Dec. 6 for a preferred alternative for the De Anza Revitalization Plan that pleased recreationalists but few others, especially not environmentalists who decried the decision as “token.”

Overriding objections from environmentalists to delay rather than rush its choice, the park committee voted 5-3 in favor of “alternative 2,” which will now be forwarded for city environmental review.

“Unfortunately, the two concepts presented by the city were driven by misguided priorities that ultimately fail to reach the goals of the Mission Bay Park Master Plan,” said Rebecca Schwartz Lesberg of nonprofit San Diego Audubon. “It’s disappointing to watch the city push concepts that are not resilient to sea level rise, ignoring the inevitable. These concepts place the burden of responding to climate change on future generations, and miss the opportunity to prepare our region for shrinking coastlines.”

To adequately protect wetlands in Mission Bay, Schwartz Lesberg said, the city would need to dedicate at



least 200 acres — less than 5 percent of Mission Bay — to habitat. The preferred plan currently only has around 30 to 40 acres set aside for wetlands, increasing the less than 2 percent of wetlands in the bay to less than 3 percent.

The city’s Mission Bay Park Master Plan requires wetlands restoration and improvements aimed at protecting those marsh areas, Schwartz Lesberg noted.

She said the alternative selected “Does very little to correct the bay-wide imbalance that has for decades favored commerce and recreation at the expense of the environment.”

A regional park, Mission Bay has a city-owned, 18-hole golf course as well as ball fields and tennis and volleyball courts. It includes dog-friendly, off-leash Fiesta Island. The park is home to a myriad of aquatic interests — boating, swimming, kayak-

ing, etc. There is also lodging at Campland on the Bay, which provides RV and tent camping.

Recreationalists were generally pleased by the committee’s selection of alternative 2, which spares the 50-plus year-old Mission Bay Golf Course. Some wanted the golf course downsized or eliminated altogether, arguing it took up too much park space and that it has been operating at a deficit for years.

‘Campland has been a beloved local asset, coming up on 50 years.’

JACOB GELFAND
VP AT CAMPLAND ON THE BAY

The preferred plan, alternative 2, allows for 38 acres of wetland. A total of 40 acres are also set aside for “guest housing.” The plan also considers creation of ball fields and a restaurant, while providing beach access for water sports that don’t rely on combustible engines.

The fate of Campland on the Bay, whose supporters testified at the Dec. 6 park committee meeting that their families have enjoyed the camp for as many as three generations, remains uncertain. Approximately 80 percent of Campland’s visitors are San Diegans. Campland presently pays about \$3 million in transit occupancy taxes and rent.

Jacob Gelfand, vice president of operations at Campland on the Bay, said it would be a mistake to ignore the importance of lodging in planning for De Anza Cove.

“Campland has been a beloved local asset, coming up on 50 years,” Gelfand said. “Any plan the city puts forward should reflect the community’s need for continuing waterfront camping access.”

Rapist of Pacific Beach woman receives 81 years

By NEAL PUTNAM

The convicted rapist of a German exchange student in Pacific Beach was sentenced Tuesday to 81 years to life in state prison.

The state’s 1-strike rape law was imposed against Jacob Paul Skorniak, 51, which resulted in a term of 50 years to life that will start after he first serves 31 years, in the calculation by San Diego Superior Court Judge Runston Maino.

“He will not be able to get out. He’ll die in prison,” said Maino. “This defendant is a career criminal.”

The 20-year-old woman was a student at San Diego State University when she became intoxicated on New Year’s Eve, 2015, and took an Uber ride home after going to bars with friends in Pacific Beach.

She was kidnapped after she got out of the car about two blocks from her apartment. She was raped in the pick-up truck driven by Skorniak and later returned to the Pacific Beach area where she lived.

She was so traumatized that she returned to Germany within days and did not testify in any of the legal proceedings against Skorniak.

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Undercover auto theft operation busts 60 people throughout San Diego County

Sixty defendants have been indicted as a result of "Operation Kill Switch," an eight-month vehicle theft crackdown, the District Attorney's Office recently announced. The undercover operation was conducted by the San Diego County Regional Auto Theft Task Force, working with Homeland Security Investigations and Naval Criminal Investigative Service.

Beginning in February and ending in September, undercover officers purchased stolen vehicles, narcotics, body armor and firearms from more than 90 individuals. A San Diego County Grand Jury was presented with evidence of the pur-

chases and returned indictments on 60 people. The defendants, some of whom worked in organized crime rings, face various felony charges — vehicle theft, residential burglary, possession of stolen property and illegal weapons possession.

During Operation Kill Switch, more than 70 vehicles were recovered by law enforcement, with a total estimated value of \$1.1 million. Several luxury cars that had been stolen were purchased by undercover detectives, among them were vehicles

manufactured by Mercedes-Benz, BMW, Audi, Cadillac, and a Tesla. Several U-Haul trucks were also recovered. Vehicles recovered had been stolen from across San Diego County, as well as Los Angeles, Orange, and Riverside counties.

RENTALS »

CONT. FROM PG. 1

could have raised legal issues, whether to limit issuance of permits to San Diego residents with primary residency in the city only, and other details including the length of minimum stays and the number of total days a year a residence could be shared as an STVR.

Neighbors citywide have been complaining for years about the alarming proliferation of unregulated STVRs, and about noise, trash and other complaints associated with them. Residents have also become increasingly concerned about outside interests coming in and buying up properties specifically to turn them into STVRs, which some contend removes units from the market worsening the existing housing crisis.

Appealing to the other side, in introducing she and Zapf's proposal, Bry pointed out the similarities between the two presented STVR ordinance proposals on the table.

"We both have unlimited home sharing and both agree on the importance of enforcement," said Bry. "In the end, politics is the art of the possible. We cannot punt this football down the road."

Bry said STVRs are a land-use issue, noting, "I can't build a gas station or raise cattle in my backyard."

"Our job is to make tough decisions," said Zapf, noting her coastal district "is the most impacted by STVRs."

Largely due to the tourist industry, STVRs are disproportionately located along the coast. Not surprisingly, a large number of the approximately 200 people who testified before the City Council were beachfront residents.

Brian Curry, immediate past president of Pacific Beach Planning Group, said PB began asking the city to take action to curb the unchecked proliferation of STVRs as far back as 2007.

"The beaches — we're the most impacted," said Curry, noting he favored hosted home sharing, but not whole-house rentals of less than 30 days, which he characterized as "visitor accommodations."

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Savanah Duffy pauses after one bite to admire the Rocky's burger.

Rocky's celebrates 40 years of serving a great burger

By MARTIN JONES WESTLIN

Nobody's quoting anybody on this, but it looks like the common hamburger — as American as an annual rent hike — has a rather romantic history, traceable to the European immigration boom of the late 1870s. Many of the settlers made their way here via Germany's Hamburg shipping lines (get it?), whereon meat patties between two rolls were the order of the day.

You didn't get any fries with that. In fact, sometimes you were lucky if the line had money for the bread.

But in less than a century, tradition won out. The hamburger is now a poor man's piece de resistance, chopped, channeled, dressed and re-dressed beyond recognition. Even so, the taste is indelibly imprinted on the American palate. A San Diego restaurant understands what that means — add a little time, hard work and an exceedingly jovial thirtysomething crowd, and the place has become a tradition in and of itself.

Totally give it up for Rocky's Crown Pub. Now in its 40th year as a Pacific Beach institution, at once a bar and neighborhood clubhouse to the locals. Four decades is a long time not to perfect your specialty — ownership took it from there, refining its fare into one of the finest such entrees San Diego has ever known.

One glance at the menu shows these folks' singleminded faith in the product on which they've built a livelihood. No soup, no salad, not even a crepe Suzette in sight. You get only hamburgers, cheeseburgers (one-third and one-half pound) and fries for your trouble, with the appropriate lunch special and a list of ales and pilsners to wash it all down.

I got the half-pound cheese, owing to the fact that hunger pangs were tearing me apart. Without question, this thing is a virtual filet mignon under wraps,

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Info: rockyburgers.com, 858-273-9140.

with a freshness and edibility rivaling those at Rocky's' fine-dining cousins. I found myself pretending accordingly — instead of beer, I decided to pair my delicacy with a cute house Pinot (red meat with red wine, like at the fancy places).

I'm also a well-done sorta guy, but I resist special ordering for reviews like these so I can see how the eatery fares by default. This burger looked to be medium rare, and it held up beautifully, just as in those grand and glorious days almost beyond recall.

Conversely, Tim Tusa is one who remembers. He's lived in PB for 25 years, frequenting Rocky's alongside stints as an area Realtor and Little League baseball coach. A quarter-century is a pretty good chunk of time compared with 40 years — surely, Rocky's has succumbed to the rigors of progress in some respects, especially in a postmodern environment like San Diego's.

Not a chance, at least not beyond the eight TVs that scream Sunday's clarion call to football.

"Delightfully," Tusa said, "very little has changed. About the only things they've done is move the pool table out (to make way for eating space) and change the way they refill the ketchup bottles.

"They have a tried-and-true method of basically ... making the best hamburger and cheeseburger in town, and they know it. It's nice when something hasn't changed. They're famous for a reason. If it's not broken, don't try to fix it," Tusa said.

Rocky's has become at once a restaurant and a state of mind, its terrific food and ambience reflecting its neighborhood appeal.

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EDUCATION NOTEBOOK>>

Mission Bay High

■ The MBHS campus tour will take place 8 a.m. Thursday, Dec. 14. Meet Principal Remillard in the library and learn about the academic, music, sports, and International Baccalaureate programs offered.

PB Elementary

■ On Friday, Dec. 1, students and teachers celebrated Pacific Beach Elementary's school custodian, Sheri Purry, with cards, flowers, and praise. The ceremony was the idea of a student at the school who wanted to honor Sheri's hard work, kind spirit, and positive attitude.

■ The second- and third-grade holiday concert, titled "Festival of Lights," takes place 7 p.m. Dec. 14 in the auditorium.

Barnard Elementary

■ Barnard Mandarin Magnet Elementary School's student chess team continues to collect trophies at local and national chess competitions. Six students spent Thanksgiving weekend at the American Open Tournament in Costa Mesa, one of the longest-running chess tournaments in the U.S. Third grader Daniel M. took first place after winning all five of his games in the kindergarten to third grade U600 section. Second grader Jaxon W. competed in the K-12th grade U1200 section and took second place after winning four out of five games. In total, the Barnard team won four trophies from individual and team rounds, placing third overall in their respective sections. More Barnard students competed on Dec. 3, in the San Diego Chess Club Winter Scholastic 2017, a local tournament in Balboa Park.

Kate Sessions

■ The Friends of Kate Sessions would like to extend a huge "thank you" to the Mission Bay Real Estate Association for including us in their annual fundraiser, The Don Brown Links For Learning Golf Tournament. Sessions was presented with a check for \$3,000. This money helps fund programs that the district no longer supports such as music, art and library as well as field trips and extra teacher supplies.

■ Sessions would also like to thank the Family Dine-out Partners who have donated a percentage of sales back to the school. These include Woodstock's Pizza, Pueblo, Yogurt on the Rocks, Iron Pig, Chronic Tacos and Chipotle.

FOPBSS

■ Family Dine Out take place on Dec. 16 at Frat Boy Donuts and Stuffed! Gourmet donuts and gourmet stuffed burgers, sandwiches, and mac and cheese. All day at 1380 Garnet Ave.



Barnard chess team brings home the gold

Barnard Elementary students and their coach, Martin Nilsson, show off their school pride and their awards after a successful chess competition earlier this year.



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Communicate- Write a letter or send a note to your family, friends or your congress person. Phone a friend you have not spoken to in a long time. They probably miss you, too.

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Society keeps evolving and building on success in PB

By DAVE SCHWAB

Society PB has a new look and feel and a new updated menu for a new age. It's all part of the ever-evolving mix at the establishment at 1051 Garnet Ave.

In 1989, owner Oved Haskal set up shop in the retail space, which previously was a car parts store.

What Haskal created early-on, which persists to today, is, in general manager Geoffrey Harris' view, "a

place where people can have fun, eat and play pool and other games."

Gaming at Society, besides pool, includes shuffleboard, ping-pong and foosball.

Harris said Society is actually three businesses rolled into one now.

"It's a sports bar, restaurant and gaming location," he said, noting remodels over the years, including the current one, are raising the bar taking Society to a higher level.

Haskal and Harris are two years

into remodeling, rebranding and transforming the establishment, now that it has a brand-new full-service kitchen, into more of an upscale eatery with broader appeal.

An Israeli native who came to San Diego from New York, Haskal said people doubted him initially when he told them he was creating "an upscale pool hall."

"How much would you charge to play pool for an hour?" people would ask Haskal. He replied, "\$10 an hour."

They would predict, "You're going to go out of business in a few weeks."

"I've been here more than 30 years now," Haskal pointed out.

The longevity of Society is a testament to the sports bar-restaurant's business acumen and success.

"I don't know of any other business in PB that's been around as long with the same name (and ownership)," said Haskal. "Maybe Cass Street (which recently sold)."

SOCIETY PB

Where: 1051 Garnet Ave.

Info: 858-272-7665.

Is it more difficult to be in business today than it was 30 years ago?

"Not for us, we're unique," said Haskal.

"There's definitely more competition out there," noted Harris, adding, Society is a community-based, local-oriented business with a twist on your typical beach establishment.

SEE SOCIETY, Page 12

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Green Energy Remodel on pace with sustainable improvements

By DAVE SCHWAB

Now it's even possible to "go green," remodeling your home in a cost-effective, efficient and sustainable way. And Don Green and his Go Green Remodel business serving coastal San Diego is one of the leading-edge purveyors of sustainable remodeling.

Listed on his contractor's license under the sustainable industry tag, Smith noted his contracting company specializes in Property Assessed

Clean Energy (PACE) Programs.

Under California law, PACE programs afford the opportunity for solar energy financing in five separate programs allowing for the financing of energy-efficient and water-efficiency projects, as well as renewable energy upgrades that can be repaid through annual property tax bills.

Of PACE, Smith said, "It gives people, who can't get approval for conventional financing, money to have upgrades done to their home as long

as they pay their property taxes and mortgages on time."

A Green Energy Remodel company serving Pacific Beach and environs, Smith said Go Green Remodel can handle remodeling needs from top to bottom in your residence.

"We do paint, windows, doors, roofing and solar, turf as well," said Smith.

Smith said PACE is a funding mechanism developed by the government to "give people the ability to do things to their homes that would save on

energy now, rather than having to do monthly payments."

To qualify, the contractor said all of the upgrades in the PACE program "have to have something to do with sustainable energy, like solar."

There is an array of sustainable products that Smith both uses and sells. One such product is Cool Life, a thermal heat-reflective paint. Life Paint Company has developed (paint) coatings that reflect heat. When these coatings are applied ... heat is reflected rather than being



Don Green's Go Green Remodel offers sustainable remodeling.

absorbed keeping the structure being covered cooler.

"Cool Life paint cools the inside of your house by 10 to 15 degrees," said Smith.

SEE GREEN, Page 12

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Mission Bay High School Swing Choir's Christmas concert to feature classics

By BART MENDOZA

One of the most acclaimed music programs in San Diego, at Mission Bay High School, ends the year on Dec. 16 at Gelson's Market with a special Christmas-themed performance from the school's Swing Choir. Conducted by MBHS music director, JP Balmat, the music, featuring a host of evergreen tunes, such as "Winter Wonderland," will take place from 4 to 4:45 p.m., offering a brief respite from the madness of the holiday shopping season, while also showcasing the wonderful talent being fostered at Mission Bay.

Mission Bay High School Swing Choir: Saturday, Dec. 16, at Gelson's Market, 730 Turquoise St. 4 to 4:45 p.m.

iday spirit will want to check out The Brad Steinwehe Jazz Orchestra as they present "A Big Band Christmas" at Dizzy's on Dec. 19. Trumpeter Steinwehe has released numerous albums since his late-1980s recording debut at SDSU, having since played with a host of artists, in varied styles, from smooth jazz with saxophonist Bradley Leighton to 1920s Tin Pan Alley tunes with troubadour Gregory Page. However, it's as leader of this big band that he truly lets loose, with the musical interplay of the various instruments part of the fun.

The Brad Steinwehe Jazz Orchestra: Tuesday, Dec. 19, at Dizzy's at Arias Hall, 1717 Morena Blvd. 8 p.m. dizzysjazz.com.

Tio Leo's is hosting a new monthly series, San Diego Live. Next tak-

ing place on Dec. 20, the event will showcase a featured band playing two sets, with acoustic performers playing before and at intermission. This month's group will be Fuzzy Rankins and the Blues Band, one of the area's top acts, who will be representing San Diego in the International Blues Challenge taking place in Memphis on Jan. 17. With additional sets from John January and Linda Berry, Matthew Phillips, The Dave Humphries Trio, Tennessee Tina – and more – this show is a great way to take in a variety of the area's top talent in one go, with the show's early start and end time a big plus for a mid-week show.

San Diego Live: Wednesday Dec. 20 at Tio Leo's, 5302 Napa St. 6:30 to 10:30 p.m. 21 and up. tioleos.com.

Plenty of bands have a touch of spectacle in their performances, but few can compare to a concert by hard rock combo Green Jelly. Appearing at Brick by Brick on Dec. 22, the band is touring in advance of their upcoming album, "Garbage Band Kids," their sixth since their 1981 debut, but their premise remains the same: a manic performance full of costumes, puppets and props giving their shows the appearance of a live cartoon with a heavy metal soundtrack. While fans will welcome the new material, expect the night's biggest cheers to be for the band's 1992 hit, "Three Little Pigs."

Green Jelly: Friday, Dec. 22, at Brick by Brick, 1130 Buenos Ave. 8 p.m. 21 and up. \$22. brickbybrick.com.

Featuring three members of the Turner Family, indie rock quartet Rhythm & The Method perform at the 710 Beach Club on Dec. 22. The band excels at socially conscious music with a message, mixing in blues and late 1960s psychedelic rock influences. The band's originals are all worth hearing, with the band wearing their influences on their sleeves, via their choice of covers from the likes of the Beatles and the Stones. The band includes lead singer and drummer Rhythm Turner, rhythm guitarist Papa Shawn Turner and lead guitarist Evan Turner, with bassist Laura Payne; all solid musicians, but Rhythm in particular is a standout, with a soulful voice and inspired drum, as well as guitar playing.

Rhythm & The Method: Friday, Dec. 22, at the 710 Beach Club,

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From left: Coach Chris Wright, Owen Getz, Noah Kapchinske, Christopher Zamorripa, Brian Fitzsimmons, McKenzie Neuman, Marleigh Henehan, Adelaide Cunningham, and coach Aine McLean.

Buccaneers back on the water

By DAVE THOMAS

Not having been in the water for decades, the Mission Bay Buccaneers sailing team is back and making noise. This past Sunday, the team competed in the third SoCal regatta for the 2017-2018 season.

With winds over Mission Bay light to start, they picked up enough to get the racing off and running around noon.

The Mission Bay team, led by sophomore Adelaide Cunningham and freshman Marleigh Henehan, had four boats in the silver fleet.

In addition to the team captains, McKenzie Neuman ('21), Brian Fitzsimmons ('20), Christopher

Zamorripa ('21), Noah Kapchinske ('21), Owen Getz ('21), and Jacob Adler ('22) sailed six races. The top two MBHS boats scored second and sixth overall, out of 37 boats (Huntington Beach High School finished first).

Coaches Aine McLean and Chris Wright were thrilled to see the progress this newly-formed team is making. As it turns out, several of the competitors had never even been in a boat prior to October.

With their performances this past weekend, their coaches and parents are all extremely proud of the sailors' progress and are looking forward to many great years of high school sailing.

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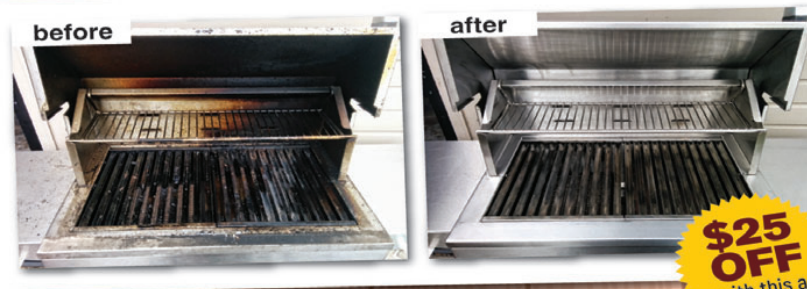
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SOCIETY »

CONT. FROM PG. 8

“We have a niche,” he said. “It’s not your typical PB place. We pride ourselves on Society being a comfortable place – whether you’re 21 or 81. We have guys who come in here who’ve been playing pool here for 20 years. And then Friday and Saturday nights, we’ve got the young people who are out there and want to come into a place that’s hot. But we’re not your typical packed PB place. We wanted Society to be a place where you can come in with a date, or you can come in and have a party and a fun time.”

Haskal said Society can host parties for all special occasions whether it be a corporate get-together or a birthday or bachelor party.

“We’re doing holiday parties for other bars and restaurants,” said Harris.

Haskal said, if you come into Society now, you’ll be surprised at how family oriented it’s become.

“Come in on the weekend and

‘We have a niche.
It’s not your typical
PB place.’

GEOFFREY HARRIS
GM OF SOCIETY PB

you’ll see families with kids eating breakfast,” he said. “We cater to any age group.”

Harris described Society PB’s new menu as “Elevated California cuisine with a little Mediterranean flair to it. Everything we do is top quality and handmade. We make sure our food is made to high specifications.

“We have quality burgers and pizzas,” continued Harris. “But we also have chicken Shawarma, hummus plates, baba ghanoush. We have a nice meat-and -cheese plate and some pasta options. Our brunch menu is more classic American: eggs Benedict, French toast, crepes, scrambles, and paninis and wraps for that lunch crossover.”

Society is open weekdays from 3 p.m. to 2 a.m., Harris said, noting the eatery is open Fridays and Sat-

urdays for breakfast-brunch starting at 9:30 a.m. He said they have a late-night, scaled-down menu served between 11 p.m. and 1 a.m. “We always have food until 1 a.m.,” he added.

“Our full menu we serve till 11 p.m.,” Haskal said.

Two years ago Society expanded its main bar in a major way adding large-screen TVs, ping-pong and shuffleboard, as well as the kitchen expansion, which opened about a month ago.

“The final phase, we are going to redo the front, some seating in the middle with more restaurant-style bench seating and a big-screen TV,” said Harris. “We’re just not about modernizing, but keeping it simple and accessible. We’re not trying to reinvent the wheel.

“What we want to do is create a place where anybody can be comfortable, come in, have a good time, get a good meal, be entertained, have good service and enjoy themselves. A place that I would like to come, a place where we’d like you to come. That’s what we want to be, and that’s what we already are.”

GREEN »

CONT. FROM PG. 9

Smith said Go Green always “tries to give people a fair price for sustainable energy products,” adding, “We do solar, which will cut done on the energy coming from SDG&E. We also do Tesla Powerwalls (home batteries) that will give you up to 13 hours (power) backup that’s storing power all the time.”

Go Green also does reflective roofing utilizing asphalt-based “cool” shingles, installs water-saving artificial turf and dual-paned windows cutting energy costs.

“Most of our products have a lifetime warranty,” said Smith.

Smith said he and his crew are always busy promoting their products and services at local farmers markets looking to “get the word out to people who are interested in organic and saving the planet.”

The future outlook for the sustainable remodeling industry is sunny, said Smith.

“I would say the future is going toward all the products we sell, anything that helps with energy-saving and renewable energy-type products,” he concluded, adding, “We’re dedicated to improving the planet one home at a time, that’s our motto.”

For more information, call 858-766-1114.

**PB Holiday Parade**

Mission Bay High School's pirate ship float with members of the jazz band and cheerleaders, accompanied by the Buccaneer, during the Pacific Beach Holiday Parade on Dec. 9. PHOTO BY KATHY MILLER




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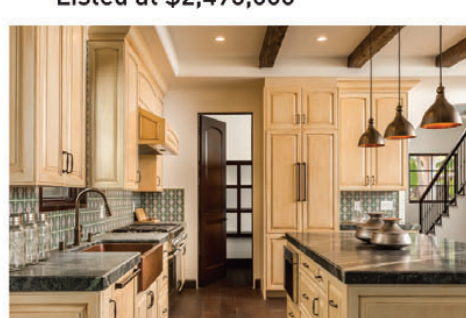
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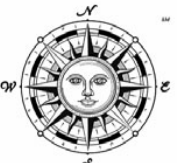
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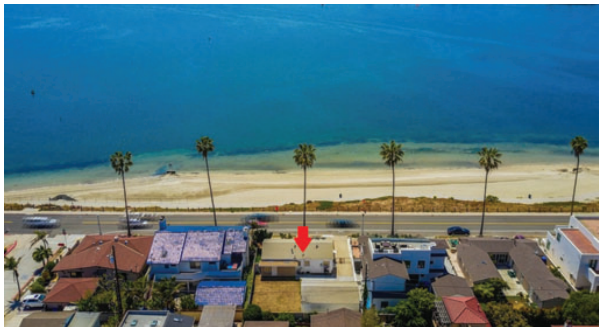
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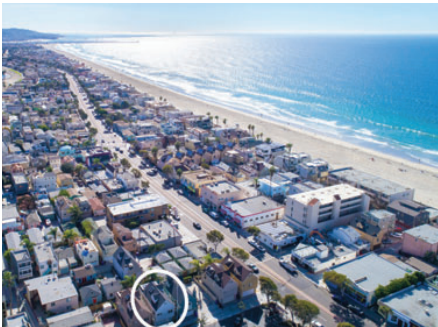


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