



POWAY Today



A Quarterly Municipal Newsletter for the Residents of Poway, California

Summer 2010

City Sells Poway Royal Estates for \$38.3 Million

On May 4, 2010, the City Council approved an agreement to sell Poway Royal Estates Mobilehome Park to Hometown America for \$38.3 million. If all goes as planned, the City will transfer ownership of the Park to Hometown in mid-July 2010. This comes after many months of hard work to identify a highly qualified buyer. Poway taxpayers will also benefit from the net sale proceeds of approximately \$1.9 million.

As part of the purchase, Hometown will complete an extensive list of Park repairs and renovations and accept the resident guarantees included in the City's terms and conditions for the sale.

Why did the City buy Poway Royal Estates?

The City purchased Poway Royal Estates twenty years ago at the request of Park residents. The City's goals were to stabilize rents, ensure proper Park maintenance, and preserve Poway Royal as a reasonably priced housing opportunity in the community. While the City owned two other mobilehome parks at that time, it never intended to retain ownership of these parks long-term. The City Council's goal has always been to transfer ownership when the time was right. In 2003, the City sold Poinsettia mobilehome parks to a non-profit, leaving Poway Royal as the only mobilehome park owned by the City.

Why sell the Park now?

Historically, the City has used Park reserve funds to cover the Park's revenue shortfall. If this continues, reserve funds will be exhausted

in a few years. The City's General Fund would then have to cover the excess cost, negatively impacting the City's ability to fund programs and services. The City Council has a responsibility to the community to ensure this does not happen.

During the fall of 2009, staff evaluated the potential savings from refinancing Park debt and studied current market conditions to sell the Park. Analysis found that investors would be attracted to purchase the Park because of its long-term rent and vacancy stability. The City Council authorized staff to list the Park for sale in February 2010, while preserving the option to refinance the debt.

Why was Hometown America selected?

Hometown America was selected as the buyer because it ensured City Council's goals and objectives for a sale of the Park would be met, submitted the highest offer, accepted the City's terms and conditions for the sale, and has an excellent track record as an owner and operator of more than 129 mobilehome communities nationwide. When City staff interviewed residents at other Hometown-owned parks, they found great resident satisfaction with Hometown America and its onsite management staff.

Why didn't the City sell the Park to residents?

Poway Royal residents did not submit an offer to buy the Park. While some residents showed support for an offer submitted by a for-profit

buyer, Rancho Carlsbad Partners, which indicated residents may be given an opportunity to buy the Park in the future, other residents expressed concern that they would not be able to afford a resident purchase. Although the Rancho Carlsbad offer indicated that residents may be given the chance to purchase the Park in the future, a sale to residents was not guaranteed.

Additionally, in order for a future resident purchase to occur through the Rancho



Guarantees for Poway Royal Residents:

- No rent increase for 2 years during the \$1 million in Park renovations;
- Existing leases will be honored indefinitely;
- Limitations on future rent increases; and
- Rent Subsidy and/or Resale Restriction program participants will receive a permanent reduction in their base rent

how much residents could charge to sell their homes.

How will the City ensure residents are not negatively affected?

Ensuring that existing

offer, a \$10 million City subsidy would be required, which would result in a \$3 million fee to Rancho Carlsbad. This required subsidy is equal to the annual cost to provide law enforcement services to the entire community. Finally, if the City subsidized the sale of the Park, only Park residents and Rancho Carlsbad would benefit. This could be considered a gift of public funds and an illegal use of taxpayer dollars.

There were additional concerns about the Rancho Carlsbad offer because it did not provide all of the resident guarantees included in the City's terms and conditions for the sale. The offered purchase price was also millions of dollars below Hometown's offer.

Why didn't the City sell the Park to a non-profit?

The City attempted to sell the Park to a non-profit owner/operator several years ago. However, non-profit ownership requires that over half of Park residents earn less than 120% of the area's median income (\$89,900 for a family of four). Poway Royal does not meet this requirement. Additionally, if the Park was sold to a non-profit, there would be restrictions on

Park residents are not negatively affected by a sale of the Park is a top priority for the City Council, so the City has structured the Park sale around resident guarantees and \$1 million in Park renovations. Resident guarantees include no rent increases for two years while repair and renovation work is being completed, continuation of existing lease terms, and limitations on future rent increases for existing and future residents. Additionally, residents who currently participate in the Rent Subsidy or Resale Restriction programs will receive a permanent reduction in their base rent for as long as they live in the Park. Resident guarantees are secured by 20-year secondary financing held by the City and a covenant recorded on the property.

Next Steps

The City expects to close escrow in July 2010. Staff will work with Hometown for a smooth resident transition and ensure that the required renovations are completed. For more information, contact the Poway Redevelopment Agency at (858) 668-4551, or www.powayroyal.com.

City Council Goals for Sale of Poway Royal:

- Park sale should not disadvantage the low- and moderate-income residents of the Park;
- The Park must be sold at the current market value through an open and competitive process;
- There should be no ongoing financial or management responsibilities by the City or the Poway Redevelopment Agency once the Park has been sold;
- The Park should continue to be well-maintained, and
- The Park will remain a perpetual mobile home park land use.



This Issue:

Poway Tributes

The City of Poway honors late Mayor Mickey Cafagna and pays tribute to our Veterans. **pg. 2**



Cell Phones & Traffic Safety

How compromised is safety when talking and texting while driving? **pg. 2**



Two new synthetic turf fields will save water and increase field playing time. **pg. 15**

New Turf Fields for Schools



Residents help shape Community Park

Community Park planning workshop encourages residents to share their visions. **pg. 16**

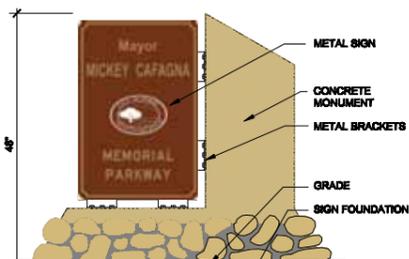
To honor our late Mayor Mickey Cafagna, the City plans to dedicate a portion of Scripps Poway Parkway as the **Mayor Mickey Cafagna Memorial Parkway** and establish the **Michael P. Cafagna Community Center** in Community Park.



Mayor Mickey Cafagna Memorial Parkway

A resident of Poway for more than 30-years, Mickey was appointed to the City Council in 1992, and was elected Poway's third Mayor in 1998. Mickey is remembered for his leadership, consensus building, and dedication to the economic vitality of the City. A few of Mickey's accomplishments include building consensus for the voter-approved transportation sales tax initiative; fundraising and development of the Poway Boys and Girls Club; leadership for the development of the Business Park; and advocating for affordable housing.

Two freestanding monument signs will be constructed along Scripps Poway Parkway, between Pomerado Road and Danielson Street



Two signs will memorialize Mickey's contributions to the City of Poway

Memorial Parkway

later this year. These signs are meant to signify the notable contributions Mickey has made to the community and particularly his worthwhile accomplishments towards the development of the Business Park.

The City has also established the "Michael P. Cafagna Community Center," a building that is anticipated in the Community Park Master Plan. The Community Center, which will be located in Community Park, is planned as a 30,000 square foot building. The building is expected to offer City recreation programs, classes for both youth and seniors, and host many other community events. The adoption of the Master Plan is expected at the end of 2010 or early 2011, with some park improvements potentially taking place in 2011.

Mickey passed away on April 11, 2009 after a long battle with cancer. The memorial parkway and community center building will be tangible evidence of the community's acknowledgement of his years of service and his contributions that have enriched the lives of our residents.

Veterans Park *Scheduled to open November 2010*

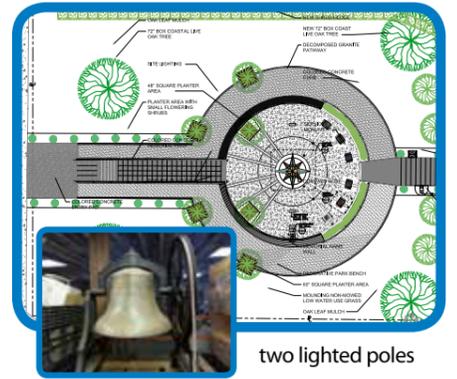
It has been a long-standing desire of the City Council to recognize and honor veterans. After years of planning, the City is proud to announce that a site has been selected and a design has been approved for the Veterans Park. The Park will serve as a permanent tribute to those who have passed, those who currently serve, and those to come in the future.

The project is a collaborative effort between the Veterans Committee and the City to create a space that will properly tell the story of service, vigilance and duty to country. City Manager Penny Riley states, "We are looking to keep the spirit of the American service men and women alive. The Park is designed as a permanent fixture to honor those that serve our country."

The site, which is currently owned by the Poway Redevelopment Agency, is nearly 1/2 acre in size, and is located on the northeast corner of Midland Road and Adrian Street in Old Poway.

The design was inspired by the ceremonies that will take place in the Park. The circular form of the plaza is symbolic of the nature of time, that it is never ending, and that this monument will always serve as a reminder to the future of the sacrifices of the past.

The lighted service flag poles for the Army, Marines, Navy, Air Force, Coast Guard, and Merchant Marines, with the Army National Guard and the Air National Guard under their respective parent services, are placed in an arch on the east side. The United States, Prisoner of War, California and Poway flags will be placed on



two lighted poles nearer the center.

The compass rose is symbolic in military history as it is seen on maps used by navigating forces around the world.

The memorial name walls are a major design feature of the monument, and will be recessed so they are only visible to visitors after they have entered the Park.

Additionally, a single pole will be placed on the south side of the plaza and it will cast a shadow northward. The tip of the shadow from this pole, at mid-day, will rest on a series of plaques that will be situated so that on the day that a particular war ended, the shadow would rest on that plaque.

Finally, two historical amenities will be placed on site, an 1864 cannon and an 1870 freedom bell from the Meneely Bell foundry of West Troy, New York. The bell will be used in ceremonies by the veterans groups.

The Veterans Park will be dedicated to the public on November 11, 2010, at 11:00 am.

Talking & Texting On Cell Phones While Driving



What does the law say?

Persons under the age of 18 shall not use a cellular phone even if it is equipped with a hands-free device.

(California Vehicle Code (CVC) 23124)

A hands-free device must be used when driving a motor vehicle. (CVC 23123)

Writing, reading, or sending a text-based communication while driving is prohibited. (CVC 23123.5)

The code relating to cell phone use does not apply to emergency services professionals using a wireless telephone while operating an authorized emergency vehicle, in the course and scope of his or her duties. (CVC 23123)



Distracted driving is as dangerous as impaired driving

According to www.distraction.gov:

- Using a cell phone while driving, whether handheld or hands free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent. (Source: University of Utah)
- Driving while using a cell phone reduces the amount of brain activity associated with driving by 37 percent. (Source: Carnegie Mellon)
- 80 percent of all crashes and 65 percent of near crashes involve some type of distraction. (Source: Virginia Tech 100-car study for NHTSA)
- In 2008, nearly 6,000 people died in vehicle accidents involving a distracted or inattentive driver, and more than half a million people were injured. (NHTSA)
- The worst offenders are the youngest and least-experienced drivers—men and women under 20 years old. (NHTSA)
- Drivers who use hand-held devices are four times as likely to get into vehicle accidents serious enough to injure themselves. (Source: Insurance Institute for Highway Safety)

It has been one of those days. As you left the house today, you noticed your other car had a flat tire. You have been juggling phone calls at the office all day concerning your children, your dog, and plans for a romantic weekend with your spouse. As you end your workday, you get a text message from your spouse reminding you to pick up a few things at the grocery store. What do you do?

Of course it's tempting to continue driving while you text a reply. Don't do it! If traffic ahead of you comes to a complete stop you may not be able to avoid a collision. Or maybe, while you're tapping out that text message, a child runs out in front of you chasing her ball. Is sending that text message or making that phone call really worth taking this kind of risk? Don't make a bad day worse. Be a safe driver by giving your complete attention to the road.

The safest way to answer or make a call or text on a cell phone while driving is to pull over to the side of the road.

For more information contact Jason Rothlein, Poway Sheriff's Station at 858-513-2800.

Poway announces the new Redevelopment Service Manager

Alex Andrade >



The City of Poway is pleased to announce that **Alex Andrade** has been selected as Poway's new Redevelopment Services Manager. Alex joins the City with over 10 years of experience in the fields of redevelopment, economic and community development. He has worked successfully with California redevelopment agencies in San Francisco, Los Angeles and San Jose, and most recently, for the City of Menlo Park.

Alex has significant experience customizing redevelopment and economic development initiatives for the purpose of retaining, expanding, and attracting businesses. Alex states, "I look forward to providing services and resources that preserve the high quality of life in Poway, with the purpose of enhancing the business climate, while

maintaining a positive balance between growth and economic vitality."

Alex holds a masters degree in Public Administration from the University of San Francisco and a bachelor of arts degree in Sociology (Law and Society Emphasis) from the University of California, San Diego.

He has been a Board of Director of the Redwood City Library Foundation and an active member of Silicon Valley Economic Development Association (SVEDA), California Redevelopment Association (CRA), and California Association for Local Economic Development (CALED).

Meet Poway's New City Planner

< Suparna Dasgupta



On April 19, the City of Poway welcomed **Suparna Dasgupta** as its new City Planner. Suparna has a bachelor's degree in Economics from Kanpur University in India and a masters degree in Community Planning from the University of Cincinnati. She comes to Poway from the Town of Buckeye, Arizona, where she worked as the Planning and Zoning Manager, Assistant Director of Community Development, and ultimately became the Community Development Director. Prior to that, Suparna was a Planner with the City of Hamilton, Ohio, and a Project Manager with Vivian Llambi and Associates in Cincinnati.

As City Planner, Suparna is responsible for the day-to-day operations of the Planning Division. This division processes land-use applications and ensures compliance with grading and building plan reviews. She also oversees the City's Code Compliance Officers, who are responsible for enforcing a wide range of City regulations, including signs, graffiti, illegal commercial businesses, noise complaints, vegetation management, and stormwater pollution.

Suparna says, "This is an exciting time in the development of the City of Poway. The Planning Division is working to finalize the Community Park Master Plan, and will soon begin work on a comprehensive General Plan update. I look forward to working with City staff and residents on these important projects and other issues that affect Poway's quality of life."



Field Improvements

Through the joint effort of the City and Poway Unified School District, play fields at Valley Elementary and Meadowbrook Middle School have been converted from natural grass to synthetic turf. These resurfaced fields will dramatically increase the City's ability to support athletics, while contributing to our overall water conservation goals.

Synthetic Running Track

The field at Meadowbrook was enlarged to create an even bigger playing surface. A new synthetic running track was added. Students benefit from the fields during their physical education classes and extended day activities. During the late afternoon, into the evening and on weekends, youth sports can use the fields to their maximum benefit.

Increased Usage

The City anticipates the number of days the fields can be used for sports to increase an average of 60 days each year. There are several reasons for this. First, natural grass fields are closed approximately six weeks every year during the summer for fertilization, new sod installation, and aeration. Secondly, natural grass fields are closed an average of 18 days each year because of rain and wet field conditions. This excess water also leads to field damage, which creates longer closure periods.

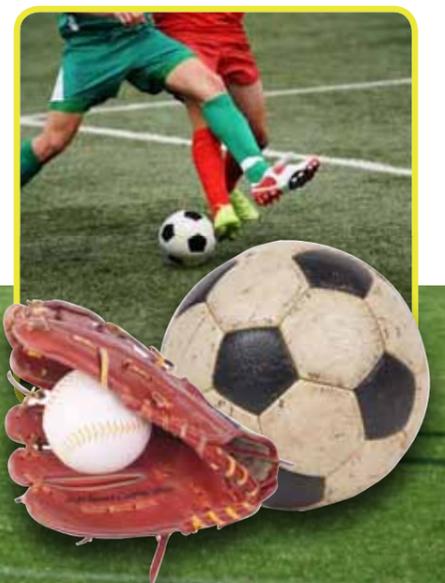
Synthetic turf recovers quickly after it rains, allowing for safe play almost immediately.

Reduced Cost

In addition to the expanded number of days synthetic fields are available, synthetic turf yields tremendous water savings and reduced maintenance costs. The conversion is expected to save approximately 9 million gallons of water each year. That is enough water to support roughly 35 households per year. This savings contributes to the City's overall water conservation efforts.

Who's Responsible For Maintenance?

Poway Unified School District will be responsible for providing ongoing maintenance and upkeep. The existing joint-use agreement between the City and the district outlines the field-sharing arrangements for both sites. Poway Unified School District and the City will continue to partner on future field replacement, as opportunities arise.



Synthetic turf recovers quickly after it rains, allowing for safe play almost immediately.

Faces of Affordable Housing



Hamid Dadafshar & Afsaneh Shamlou

Supporting Home Ownership in Poway

Like many immigrants, Hamid Dadafshar and his wife, Afsaneh Shamlou, came to the United States with the goal of providing a better way of life for themselves and their children. Owning their own home was a long-held dream for Mr. Dadafshar and his family, but they thought they would have to leave the Poway area in order to realize this dream. Fortunately, with the help of the Supporting

Home Ownership in Poway (SHOP) program, the Dadafshars qualified for an affordable home at the newly-developed Meadows community. The Dadafshar family moved into their new home in the fall of 2009. For more information on the newly-developed Meadows community, please contact Crista McClure-Swan with Pacific Scene Homes at (760) 458-0797.



"...we ended up living in a good neighborhood. Now everyone in my family is happy. Today our kids are speaking English and Spanish, and the youngest will finish high school soon and be off to college."

Residents Help Shape Community Park Design



Poway residents gathered for a community workshop on March 20 to share their visions for the future of Community Park.



research based on the input. In 2009, the community was engaged again to reconfirm what was most important for the park. Those priorities include more green space and trees, an enhanced creek, safety and security, multi-use sports fields, and the new Michael P. Cafagna Community Center.

The March 20 workshop was led by the project consultant, RJM Design Group. The morning began with an interactive walking tour. The primary focus of the day was seeking input for the detailed design elements that were identified by the community, including buildings, landscaping, play areas, parking, and more. RJM Design Group will develop design schematics and present those to the community in May for feedback. For more information, or to be added to the project interest list, please go to the City website at www.poway.org.

Community Park is home to the Community Center, Skate Park, Dog Park, Senior Center, Swim Center, athletic fields, and more. Built in the late 1970s, the park has served Poway well. However, in order to keep pace with current community needs, the Park will need to undergo a major transformation. Resident input is an important factor in determining its future. In 2007, community workshops were held to determine overall development priorities. The City began initial site plan review and design




ELECTION REMINDER:
Get out and vote! June 8, 2010

City of Poway employees film San Diego

Blood Bank Commercial

Keep your eyes glued to the TV to see your City of Poway employees make their television commercial debut!

On February 11, 2010, City employees gathered to film a public service announcement for the San Diego Blood Bank. Many participants wore red not only for the commercial, but to also show support for National Heart Health Month.

The City of Poway is very proud of its long history and partnership with the San Diego Blood Bank and has qualified for the Annual Life Level 4 honor, which is the highest level of donation. City employees have been hosting regular blood drives since 2007, donating over 231 pints of blood. Employee Laurrie Stacconi was featured in the commercial. Laurrie has a rare medical condition that requires her to receive blood transfusions on a regular basis. She and many others have benefitted greatly from the generosity of blood donors.

Look for the public service announcements on local television stations this spring and summer.

Give Blood Poway!
Participate in our next blood drive at City Hall on Thursday, July 15, 2010.

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www.poway.org

POWAY Events THIS SUMMER

Youth Day at the Pool

Thursday June 10, 2010, 8:00am-2:00pm | Poway Community Swim Center

Old Fashioned Fourth of July

Sunday July 4, 2010, 10:00am-4:00pm | Old Poway Park

July 4th Fireworks

Sunday July 4, 2010, 7:00-10:00pm | Poway High School Stadium

Arch Health Partners Summer Concert in the Park Series

June 20-August 15, 2010, 5:30-7:00pm | Various Parks

Great Movie in the Park

Saturday August 28, 2010, Sunset | Poway Community Park

For more information on these and other Poway events, visit: www.poway.org



Summer Concerts are a hit for the whole family!

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