



POWAY TODAY

Focus on Redevelopment

Redevelopment: *What it means in Our Community*

Driving through Poway, you can see first-hand how redevelopment dollars have helped shape this community.

What redevelopment means to Poway

From 1994 to 2006, the Poway Redevelopment Agency invested over \$274 million in the local community through the creation of new parks and community facilities, new and improved roadways, commercial and industrial revitalization, enhanced school facilities, and new affordable housing.

Forming the Agency

The first step in the redevelopment process is forming a redevelopment agency. The Poway Redevelopment Agency was formed in 1983, with the adoption of the 8,200-acre Paguay Redevelopment Project Area.

The Agency is a separate legal entity from the City and has separate revenue sources and financial records. Due to the importance of redevelopment, the Poway City Council serves as the Board of Directors, and the City Manager serves as Executive Director for the Agency.



Once a redevelopment agency is formed, the City can keep a larger portion of local property tax revenue and use those dollars to benefit the community.

Where does redevelopment funding come from?

Throughout California, upon sale or improvement of a property, the County Assessor's office reassesses the value of the property and increases property taxes as appropriate.

In the redevelopment agency project area, a percentage of each additional property tax dollar stays in the local community. California Redevelopment Law requires that these funds be used for improvements in the project area. Additionally, the law requires that 20% of the monies be used to rehabilitate and produce affordable housing.

The goal of redevelopment is to build and maintain a community where future generations will enjoy the same, if not better, quality of life that Poway residents do today.

Redevelopment: *Building Better Communities*

Redevelopment in Poway:

- Creates a vibrant, diverse, and self-sustaining economy.



- Maintains and enhances quality of life for all residents.



- Provides housing opportunities for working families and seniors.



Increasing quality of life through redevelopment

Redevelopment is a beneficial tool for reinvesting in the community and providing amenities that residents value as part of life in Poway.

Public Safety

Redevelopment funded the construction of Fire Station Three, the City's newest fire station, located near Pomerado Road and Ted Williams Parkway. With three fully staffed fire stations, response times have been reduced.



Recreational Amenities

Redevelopment helped fund improvements at Community Park, such as Adventure Playground, the parking lot expansion, and the Skate Park.

Old Poway Park is a product of rede-

velopment. Once a dilapidated and under used parcel, Old Poway Park is now the City's historic center. Redevelopment continues to fund improvements in and around Old Poway Park. Aubrey Park is a recent project funded through redevelopment.

Educational & Cultural Resources

Since 1983, the Poway Redevelopment Agency has provided more than \$36 million to local schools, for improving and constructing facilities.

Redevelopment also helped fund the Poway Center for the Performing Arts and Community Library.

Shopping

Through redevelopment, more shopping amenities are now available in Poway than 25 years ago.

Today, residents have many more choices, such as Costco and Kohl's. Shopping in Poway keeps sales tax local, which benefits the community.

City Infrastructure

The Poway Redevelopment Agency

funds infrastructure improvements throughout the City.

Known as Capital Improvement Projects (CIPs), these projects generally include constructing and upgrading public facilities, such as streets, drainage, traffic signals, and utilities.

Future projects are planned for Midland Road, Community Road, and the Oak Knoll neighborhood.

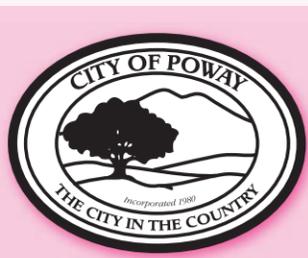
Housing

Redevelopment helped fund construction of Poway's seven workforce housing communities for working families and seniors.

These developments allow seniors, Poway employees, and relatives of current residents to live in Poway. Many of them would not be able to afford to live in Poway without workforce housing.

Essentially, redevelopment is reinvestment in the community, which means the continuous improvement of quality of life in Poway.

Poway Redevelopment Agency Accomplishments



1980

City of Poway Incorporation
•
Election of First City Councilmembers



1983

Establishment of the Poway Redevelopment Agency



1985

South Poway Business Park Master Plan Completed



1987

Twin Peaks Plaza / Target Center Opens



1988

Old Poway Park Begins Redevelopment

Success through economic development

The City of Poway's Economic Development Division fosters a strong and diverse business base that contributes to Poway's economic vitality and helps sustain quality of life.

A thriving business community with varied businesses is important to the success of any city.

A diverse business base is important so that if one business sector declines, the other sectors still produce much needed tax revenues for the City. This is similar to an individual who diversifies his/her stock portfolio when investing to ensure there is never a significant loss due to a decline in one market.

Cities use tax revenues to provide fire

and law enforcement services, parks, roadways, recreation programs, and other public services that are essential for a sustainable quality of life.

To build a strong and varied business base, economic development focuses on business creation, attraction, retention, and expansion. This is done through efforts such as meetings with prospective businesses, working with established businesses to address concerns, and serving as a resource on development matters.

Through Poway's economic development efforts, the City has created a dynamic business hub, while retaining its small town charm. Synergy between

successful businesses adds to the vitality of the community and helps businesses be more successful.

Currently, the City's economic development team is working to expand business retention efforts. A new, more formalized program will focus on businesses located along the commercial corridor of Poway Road, including Poway's many auto dealerships.

Economic Development representatives meet with local businesses, such as the car dealers, to discuss how the City can be a resource.



The Poway Business Park: What a Success!

At the top of Poway's list of economic successes is the Poway Business Park.

The 900-acre Business Park was specifically planned for research and development, commercial, office, and light industrial uses. With its high quality infrastructure and easy freeway access, it's no wonder more than 460 businesses call the Poway Business Park home.

These businesses provide jobs to over 18,000 employees and afford many Poway residents the opportunity to work close to home and avoid freeway commutes. Some of the major employers located in the Business Park include

Geico, Toppan, Kontron, Home Depot, Costco, and First American Credco.

"Poway is the ideal location for Geico's western regional office due to its geographic location, qualified workforce, excellent schools, business friendly city government, and overall high quality of life", explains Howard Collins, Geico Military Services Manager.

Additionally, the Business Park provides a significant amount of revenue to the City. In fiscal year 2005-2006 alone, the Poway Business Park generated over \$5 million in sales tax revenue. Of this

revenue, \$722,274 came back to the City and was used to provide essential services to the community.

In 2007, construction of a three-story, 111-room business class hotel will begin in the Business Park near the intersection of Scripps Poway Parkway and Stowe Drive.

The Hampton Inn & Suites hotel will serve visitors and business travelers alike. It will also be an amenity to the Business Park and the businesses located there, thus contributing to the Park's overall success.

Poway Business Park at a Glance...

- 930 buildable acres
- Over 460 businesses
- Over 18,000 employees
- 8 million square feet currently utilized
- \$5 million in sales tax revenue for the City
- Easy freeway access



The Poway Business Park includes research and development, commercial, office, and light industrial businesses.

Poway Redevelopment Agency Accomplishments



1989

Twin Peaks Road Connects to Midland Road



1990

Poway Center for the Performing Arts Opens



1994

Poway Sports Park Opens



1997

Completion of Scripps Poway Parkway to Highway 67



1998

Poway Community Library Opens

Housing Program supports families and economy

Poway's average rent is \$1,400 per month, the median home price is reaching \$600,000. Families need to earn \$56,000 per year for the median rent and \$131,740 per year for a median-priced home in Poway.

Many workers, including rookie police officers and firefighters, teachers, retail clerks, and receptionists, cannot afford to live in Poway. A physician earning upwards of \$150,000 per year can enter Poway's homeownership market today.

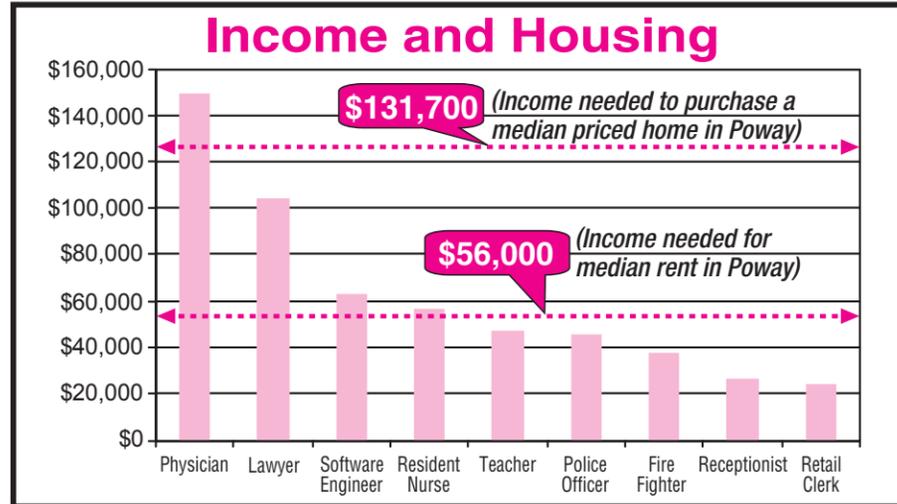
Poway's housing market puts a strain on families and businesses. It is difficult for children raised in Poway to afford to live near their parents as they start their own families. Seniors on fixed incomes move elsewhere to find housing. Employees of Poway businesses travel long distances to get to work. As families move farther away from each other and from their jobs, more time is spent on congested freeways.

Poway's workforce housing program keeps families together and employees

local. A variety of programs rehabilitate existing homes and build new homes. Workforce housing targets households earning below 120% of the County Median Income. A four-person family earning up to \$77,000 qualifies for Agency assisted housing.

Since creation of the Redevelopment

Agency in 1983, 420 new homes have been created, housing over 1,200 residents. Another 56 solar-powered apartments located on Community Road will be complete and ready for move-in early 2008. Future programs include home ownership opportunities for Poway renters.



Facts about Affordable Housing Residents...

- 72% have family in Poway
- 49% lived in Poway before moving into their current residence
- 92% of working-age and capable individuals are employed
- 50% of those working, work in Poway
- 62% are adults, 38% are children
- Average household size is 3.1 persons

Housing Contact Information:

- Poway Affordable Housing Hotline (858) 668-4555
- Poway Housing Division (858) 668-4551

Housing designed to complement neighborhoods

Many of Poway's workforce housing developments have won awards for architectural design. Properties are designed to be attractive and high quality.

Some of these developments also offer onsite educational and service programs such as computer labs and after school activities that support local schools and promote community involvement.

A community design process is undertaken for each development. Staff and architects work with neighbors to identify development goals utilized in the design.

Housing designs include planning details like adequate parking for residents.

Each community is well maintained and managed by professional staff.

Study Shows Who Lives in Affordable Housing

In 2006, a study was completed that analyzed residents living in Poway's workforce housing communities.

The data was gathered from the owners of each of the communities. The study provides a picture of the families and employees that live in Poway's workforce housing. To view the study, visit www.ci.poway.ca.us

Housing Community	# of Homes	Resident Make-Up
Hillside Village	72	Family
Parkview Terrace	92	Family
Brookview Village	102	Senior
Los Arcos	84	Senior
Special Friends Group Home	6	Disabled Adults
Poway Villas	60	Family
Haley Ranch Estates	65	Family
Solara (under construction)	56	Family

S.H.O.P. Program helps first-time buyers in Poway

One year ago, 8 moderate-income families became homeowners in Poway, thanks to a \$1.9 million fund set aside by the Poway Redevelopment Agency for the Supporting Home Ownership in Poway (SHOP) Program.

Last year, SHOP participants purchased two- and three-bedroom condominiums and single-family homes throughout Poway. In the next two years, the Redevelopment Agency, in partnership with Pacific Scene Homes, will build 33 new homes on Metate Lane and York Avenue. These homes will be sold to 33 low and moderate-income households through SHOP.

Qualified families will be provided financial assistance to purchase the new homes. The homes will remain affordable for a minimum of 45 years because owners will be required to sell the homes at affordable prices to subsequent buyers. These homes may be available for purchase as soon as early 2008.



PUSD school teacher and new Poway homeowner thanks to S.H.O.P.

Information on how to apply will be available summer 2007 on Poway's Affordable Housing Hotline at (858) 668-4555.

Poway Redevelopment Agency Accomplishments



1998

Completion of Parkview Terrace, first workforce housing apartments.



2001

Los Arcos Senior Housing Opens



2003

Poway Skate Park Opens



2004

Hillside Village Family Housing Opens

Redevelopment invests in Poway schools

Since 1983, the Poway Redevelopment Agency has provided approximately \$36 million to local schools for improving and constructing facilities. Using redevelopment funding to help pay for large construction and improvement projects enables the Poway Unified School District to channel more money toward academics and other special programs.

Redevelopment has also helped fund facilities jointly used by both PUSD and the City of Poway. These facilities are used by students during the school day and the general public during evenings and weekends.

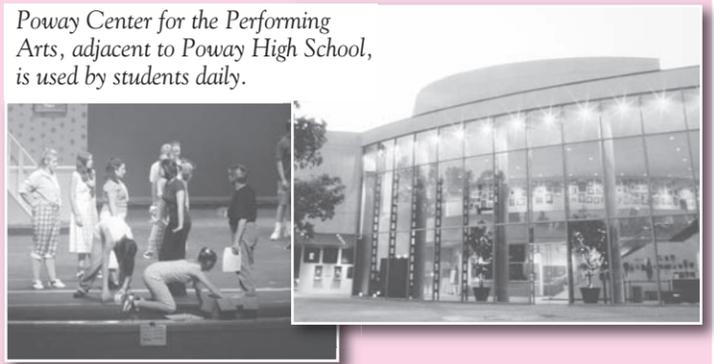
The Poway Center for the Performing Arts and gyms at Twin Peaks and Meadowbrook Middle Schools are examples of joint-use facilities. Using redevelopment money for school facilities projects is an example of how redevelopment works in the community.

Without the additional funding from redevelopment, much-needed, high-quality facilities would be more difficult to build due to the limited amount of funding available to schools.

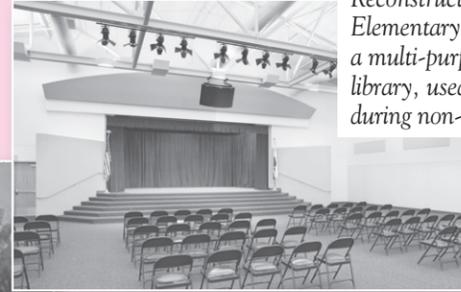
INVESTMENT DESCRIPTION	AMOUNT
One Time Cooperative Payment to PUSD	\$15,000,000
Poway Center for the Performing Arts	\$9,400,000
Cooperative Projects with PUSD	\$4,500,000
Meadowbrook Multipurpose Room	\$1,500,000
Valley Soccer Field	\$1,119,400
Poway High Sports Field Turf	\$967,100
Poway High Football Stadium	\$800,000
Twin Peaks Gymnasium	\$800,000
Poway High Baseball Fields	\$668,000
Meadowbrook School Field Lights	\$521,133
Meadowbrook Sports Field	\$400,000
Poway High Parking Lot	\$350,000
Midland Playing Fields	\$135,000
Pomerado Playing Fields	\$65,000
Pomerado Soccer Field	\$50,000
TOTAL	\$36,275,633



Artificial turf field and synthetic track at Poway High School increase use time for the field, so many groups can use the field continuously.



Poway Center for the Performing Arts, adjacent to Poway High School, is used by students daily.



Reconstructed Midland Elementary School includes a multi-purpose room and library, used by community during non-school hours.



Field lighting at Valley Elementary, enables it to be used by the community at night and on weekends.

Q&A with Dena Fuentes

Q: Where did you work before you came to Poway?

A: I worked for the City of Vista Redevelopment Services Department for over eight years. While there, I helped complete Vista Village, a five-phase commercial development in the City's center. Prior to redevelopment, Vista Village was blighted with a mix of commercial and industrial uses. Now, it is a vibrant commercial center that complements Vista's historic downtown.

Q: Why did you pursue a career in government?

A: I enjoy working for and interacting with the public. In my position, I am able to use redevelopment as a tool to help revitalize the community, construct basic infrastructure, and diversify housing opportunities.

Q: Why did you pursue the Poway Redevelopment Services Director position?

A: The City of Poway has such a great reputation and deservedly so. The City has consistently maintained its vision for over 25 years to provide high quality services and grow responsibly.

Q: One of your major assignments is the exploration and potential implementation of the Town Center project. What has occurred to date?

A: The Town Center project was one of the opportunities that motivated me to join the City of Poway. This past fall, we heard from over 300 people who shared their ideas and concerns on the Town Center concept. This information will be really useful to the City Council when they decide if the City should further pursue this development. If we move forward, the goal will be to work with a private developer to incorporate the community's interests into the final design.

Dena Fuentes
Director of Redevelopment Services



Background

Raised in a small Los Angeles suburb

Education: BA
UC Santa Barbara
MBA
Pepperdine University

1985-1998: City of Oxnard

1998-2006: City of Vista

2006: Appointed Redevelopment Services Director for the City of Poway

Redevelopment Agency Board

Chair Mickey Cafagna
Vice Chair Merrilee Boyack
Board Member Bob Emery
Board Member Don Higginson
Board Member Betty Rexford

Contact Information

Redevelopment Services
(858) 668-4551
Economic Development
(858) 668-4561
Housing Programs
(858) 668-4551
Affordable Housing Hotline
(858) 668-4555

Poway Redevelopment Agency Accomplishments



2004

Poway Fire Station Three Opens



2005

Costco and Home Depot Open in the Poway Business Park



2006

Town Center Project Community Outreach Begins

