

POWAY TODAY

A Quarterly Municipal Newsletter for the Residents of Poway, California

City of Poway growth is right on course, thanks to general plan



Although residential development has occurred at a very gradual pace, the City of Poway remains committed to the preservation of open space.

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In a recent citizen survey, residents of Poway indicated high satisfaction with local schools, quality of life and rural atmosphere, but expressed some concerns regarding population growth. Residents can rest assured there are regulations in place to allow very gradual development, without infringing upon personal property rights, while preserving open space and the Poway quality of life.

Where We Started

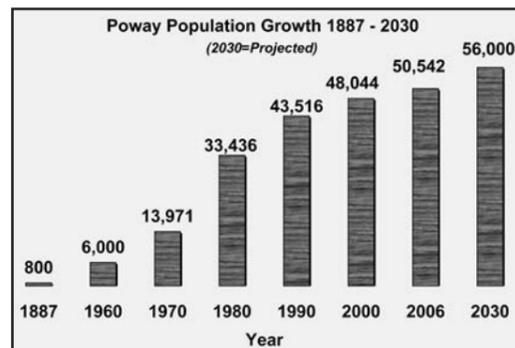
Homesteading in the Poway valley started in the early 1860's, with more than 800 people living here by the turn of the century. The City of Poway incorporated in December 1980 with a population of 33,500. Over the past 26 years, the City's population has grown to 50,675. Without incorporation, the County of San Diego estimated a build-out population of 100,000 residents for the Poway area.

How We Have Grown and Will Grow

Since 2000, Poway's population growth rate has averaged 2 percent per year. From 2005 to 2030, the growth rate is expected to slow to less than 1 percent per year. The San Diego Association of Governments (SANDAG) estimates that an additional one million people will reside in San Diego County by 2030. SANDAG also projects Poway's population will reach

56,000 by the year 2030.

During this period, most cities in San Diego County, including Poway, will build-out under their current general plans.



Sticking to the Plan

The Poway General Plan was first adopted in 1983, soon after City incorporation. It created goals and policies that established the vision and direction of the City with regard to future development.

The City vision included the preservation of open space, as well as watershed and view sheds throughout the valley to maintain a quality of life that exemplifies Poway's motto: "the City in the Country." It also estimated a build-out population of approximately 55,000 residents.

The General Plan encourages in-fill development, compatibility of adja-

cent land uses, as well as preservation of open space, hillsides, watersheds, and natural and cultural resources.

Citizens of Poway further solidified this direction with the 1988 passage of Proposition FF. This ballot measure amended the City's General Plan and Zoning Ordinance requiring that voters approve any amendment to the General Plan or zone change that would increase the residential density permitted in the City's rural residential or open space zones, or change the rural residential or open space zone or land use designation to a more intensive use such as commercial or manufacturing.

While Poway's population has increased along with the rest of the County, today's figures are consistent with what was planned 25 years ago when the City incorporated. Poway values its "City in the Country" lifestyle and has taken important steps to preserve a truly unique quality of life for future Powegians.

This is the first of a two-part series on growth in Poway. The Winter 2006 issue of Poway Today will highlight preservation of open space, infill subdivisions, and the future growth of Poway.

City measures help reduce traffic and congestion

The City of Poway may not be able to reduce the price of gas at the pump, but it is actively pursuing measures to make driving less frustrating and safer by helping to ease traffic throughout the community.

Through policies, education, enforcement, and implementation of measures commonly referred to as "traffic calming," the City continuously addresses traffic issues and congestion on main streets and in neighborhoods.

The City's Traffic Engineers approach community traffic issues through Education, Engineering, and Enforcement (EEE) to address specific issues and reduce accident rates. Measures that contribute to low accident rates and help ease congestion include:

- Driver feedback signs displaying the speed of approaching vehicles.
- Pedestrian crosswalk signal countdowns.

- L.E.D. lit stop signs located in the Business Park.
- Red Light Camera Traffic Safety Program.
- Reflective tape around traffic signal heads.
- More visible thermoplastic roadway pavement markings.

Although the overall number of traffic accidents is low, congestion continues, especially along Pomerado and Poway Roads, which are directly impacted by commuter traffic from Interstate 15.

The current I-15 construction project scheduled for completion in late 2007 is a major contributor to congestion on Pomerado Road. This should be reduced once the work is completed.



Development in areas surrounding Poway, such as Ramona and Scripps Ranch, has also contributed to congestion as more vehicles travel through Poway.



To improve traffic flow, the City established a traffic volume count program, which provides staff with up-to-date information for signal coordination to improve traffic patterns. Additionally, the City recently received a \$55,000 grant from the federal government to update traffic signal timing plans. Timing for most signals has now been updated, improving traffic flow throughout the community.

NEIGHBORHOOD TRAFFIC ISSUES

The City works with neighborhoods to review traffic issues. Several options to calm traffic are available for residential streets. Residents work with Traffic Engineering staff to identify solutions for individual neighborhoods. In some cases, issues are presented to the City's Traffic Safety Committee (TSC) for review. The TSC then makes recommendations to the City Council. For more information visit the Frequently Asked Questions (FAQs) page of the City's web site at www.ci.poway.ca.us or call (858) 668-4640.

Community Highlights

Are you registered to vote?

The November General Election is fast approaching. Are you a registered voter?

You can register to vote if you are:

- A U.S. Citizen • A resident of California, at least 18 years of age on or before the next election
- Not in prison or on parole for a felony conviction

Registration is easy and forms can be obtained from the:

- Registrar of Voters Office
- U.S. Post Offices • DMV

City Clerk's Office • Public Libraries

For a mailed form, call (858) 565-5800.

You only have to register once unless:

- You move • Change your name, or wish to change your political affiliation
- Can't make it to the voting polls?

The Registrar of Voters has made it easy for you to vote by mail. All voters are eligible for permanent absentee voter status. This will ensure that you automatically receive an absentee ballot each time there is an election within your precinct. Call the Registrar of Voters at (858) 565-5800 for an application.

The last day to register or re-register for the Nov. 7, 2006

General Election is Oct. 23, 2006.

Reciba una tarjeta directamente a su casa. Llame a la Oficina Principal del ROV al (858) 565-5800, solicite una tarjeta de inscripción. Una vez que reciba, llénela y envíela al ROV.

Fire company inspection program



Poway businesses can seek annual inspections through the City's Fire Company Inspection Program to better protect themselves and their property from fire.

Inspections are provided by firefighter/paramedics to keep businesses and residents safe from personal injury, economic loss, and impacts typically associated with an uncontrolled fire. To schedule an inspection, please call (858) 668-4472.

Make house numbers stand out

To expedite the response time of emergency responders, whether the Fire Department, Sheriff's Department, or paramedics, it is important that residents have visible house numbers. If your house number is incomplete, blocked by shrubs, or not installed, emergency response times could be negatively impacted.

Solar-powered house numbers are an excellent choice because they are highly visible during the day and also light up at night. These units do not require direct exposure to the sun and automatically recharge completely during the day in about one hour. Solar-powered house numbers hold 1,000 hours of reserve operational power, providing up to three months without a recharge, and can be seen more than 100 feet away. Due to the lack of wiring, these waterproof units are easy to install with simple screws and wall plugs. As soon as darkness falls, the numbers will light up automatically.

The City of Poway Safety Services Department recommends taking a closer look at your house number. Ensure it is visible should emergency responders need to locate your home.

Protecting Poway's environment from contamination

The Poway Redevelopment Agency received a \$200,000 grant from the United States Environmental Protection Agency (EPA), to study environmental issues in the Poway Road Commercial Corridor, particularly the extent of leaking petroleum-related substances that could affect the ground water quality.

Two properties along Poway Road, the former Tune Craft location next to the Ramada Hotel and the former A+ Auto Care adjacent to the Community Library, are both examples of properties that the City, through the Redevelopment Agency, worked with owners to remove environmental contamination.

County records indicate current and former leaking underground fuel storage tanks along Poway Road. The study is currently reviewing the County findings to assess current conditions.



The former A+ Auto Care business adjacent to the Community Library was identified by the County as an environmentally contaminated property that required remediation.

For each property developed along Poway Road, it is typical that financial lenders require a study known as a "Phase 1" Environmental Study prior to approving funding for enhancements. These studies are comprehensive, and often require further analysis typically known as a "Phase 2" Study.

One objective of the grant is to look comprehensively at the Poway Road commercial area to expedite development along the corridor. An environmental consultant has inventoried all of the Poway road properties and researched records from the City's Building, Planning, and Fire Departments, as well as the County to create an information database.

The Poway Road environmental study should be completed by the end of 2006. If additional environmental issues are identified, the City will work with the property owners to remediate.



Thanks to environmental remediation, the City cleaned-up this area and expanded Civic Center Drive for easier access to Community Park and the Skate Park.

Improvements planned for Kumeyaay-Ipai Interpretive Center

The Kumeyaay-Ipai Interpretive Center is a 5-acre archaeological reserve located south of Poway Road at 13104 Silver Lake Drive. Thanks to a state grant matched with City funds, there will soon be a modular building for exhibits and presentations at the Center, as well as parking for visitors.

The Center is open to the public for free Docent-led tours from 9 to 11:30 a.m. every Saturday.

The low hill has a trail to the boulders that contain milling stations

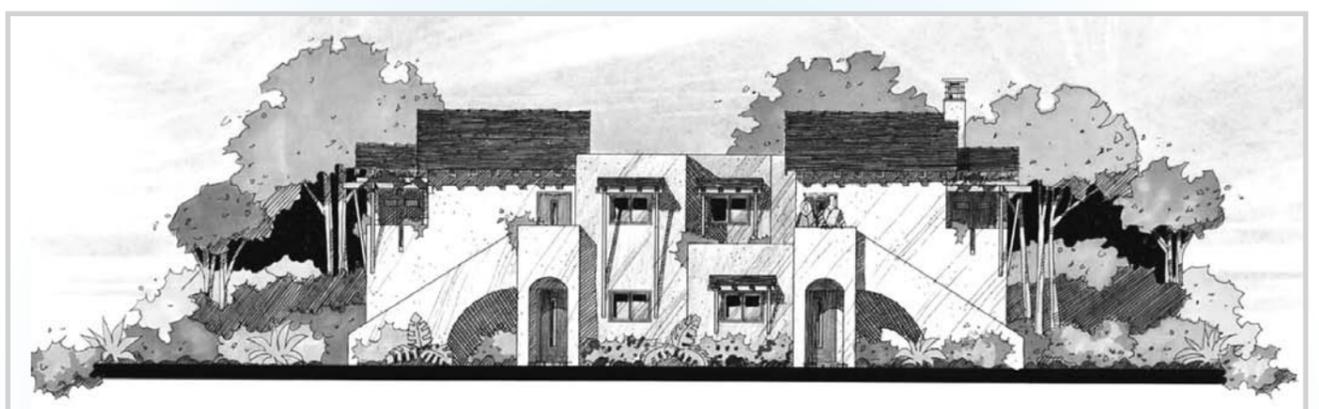
used by the ancient Kumeyaay people to grind acorns and pinion seeds. Volunteers have built shade structures and planted hundreds of native plants.

Over 1,000 third-grade students from the Poway Unified School District visit each year as part of their social studies program.

The City of Poway manages the park with support from the volunteers of the Friends of the Kumeyaay. For more information and Docent volunteer opportunities, please call (858) 646-9616.



A local third grade student exploring a Kumeyaay Ewaa (pronounced e-wa).



Solara is a new affordable housing project consisting of 56 two-story, garden-style rental units.

The one-, two- and three-bedroom apartments range from 658 to 1020 square feet, and the complex includes a community room and computer center.

For more information, please call the Solara Hotline at 619-685-3669.

To be placed on the Solara interest list, send a postcard or a letter with your name, mailing address, phone number, the number of people in the household and Gross Household Income to:

Solara Affordable Housing Interest List
C/O Community HousingWorks
PO Box 261520
San Diego, CA 92196-1520

Solara Affordable Housing Development is owned and operated by Community HousingWorks.
 Estimated date of completion: Early 2007





PCLI

POWAY COMMUNITY LEADERSHIP INSTITUTE

Calling all community leaders

Emerging community leaders are sought to participate starting this fall in the first Poway Community Leadership Institute.

Jointly formed by the Poway Chamber of Commerce, the City of Poway, and Poway Unified School District, the Institute will provide participants broad

exposure to vital community issues and networking opportunities.

Those who would find this program most valuable might include local business representatives, school parent volunteers, church and civic organization leaders, or other interested residents.

Applications are now being accepted for the first Poway Community

Leadership Institute (PCLI), which begins in October 2006.

Class sessions will be held one day each month from 8 a.m. to 12 noon for nine months. Participants are expected to attend all sessions. In addition, participants will complete a hands-on Team Project.

Leadership program participants will become familiar with business, public and nonprofit agencies, and elected officials who contribute to the economic and political environment of Poway. Through these contacts,

classes, interactive exercises, and field trips, participants will expand their leadership skills, knowledge, and community influence.

Tuition cost for the program is \$500, some scholarships are available. Applications may be obtained at the Poway Chamber of Commerce, 13381 Poway, Road, or www.poway.com. For more information, please call (858) 748-0016. The application deadline is September 15, 2006.

What's on your mind? City of Poway offers multiple feedback options

The City of Poway values feedback from residents and businesses. In addition to calling the City directly at (858) 668-4500, or sending a letter to City Hall, several other options to convey comments, suggestions, or requests include:

- **Poway Today** Spring and Fall issues' "Tell Us How It Is?" cutout form (see below)
- **Customer Comment Card** available at all City facilities;
- **Feedback Form** available at the bottom of the City's home page at www.ci.poway.ca.us.

Additionally, at each Poway City Council meeting, anyone may speak under Public Oral Communication (POC) on any subject that is not on the Council Agenda. For meeting information, contact the City Clerk's Office at (858) 668-4534 or visit the website.

The City responds to all public input and is committed to open communication. With community input, Powegians help ensure that the City's excellent quality of life is maintained.

Poway transit routes will be changing course

Changes are on the horizon for bus service in Poway as a result of a 2005 Comprehensive Operational Analysis (COA) initiated by the Metropolitan Transit System (MTS), which provides transit services in Poway.

To better align routes with customer needs and keep the system fiscally sustainable, MTS completed an analysis of its bus and trolley services throughout San Diego County. These are the first comprehensive changes for MTS services since the Trolley was introduced in 1981.

Modifications to Routes 844 and 845, the former two-way loop around the City, and Route 820 (Commuter Express) will be implemented on September 3, 2006. These routes will change service areas, frequency, and days of service.

Coinciding with the Poway High School bell schedule, the 844 will have two morning trips and two afternoon trips to serve the school. Otherwise, transit services will no longer be provided along Espola Road. Additionally, Route 830 (business

park) has been eliminated.

To view the 844, 845, and 820 schedules or learn about regional transit opportunities, fares, or routes, visit the MTS web site at

www.sdcommute.com or call 1-800-COMMUTE. For information about carpool or vanpool opportunities, visit www.ridelink.org.



Poway City Council adopts a Code of Ethics

In June, the Poway City Council adopted a *Code of Ethics*, setting high expectations for the conduct of elected officials, employees, committee and commission members, and all volunteers for the City of Poway.

Poway's *Code of Ethics* emphasizes values. It compliments state and federal ethics laws for public officials,

but establishes higher expectations than the minimum requirements established by such laws. The main values promoted by the *Code of Ethics* include:

- **Respect the Individual;**
- **Honor the Public Trust as Stewards of the Community;**

- **Maintain Open and Honest Communication**

In addition, the *Code of Ethics* also identifies actions that reflect these values, which provide guidance to City officials on a day-to-day basis.

To view the *Code of Ethics*, visit www.ci.poway.ca.us or call 858.668.4500.

Tell Us how It is?

Your city government wants to serve you to the best of its ability.

Tell us how you feel about services and facilities provided in your community.

By knowing your feelings and desires, we will be more aware of your needs and concerns and can serve you better.

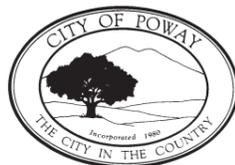
Twice a year, the City will make available a form for this purpose in this newsletter. You can note your comments, suggestions and service requests.

Just clip out the form and send it in

with your water bill payment or bring it in when paying your bill in person. The form will then be forwarded to the City Manager's office for assignment to the appropriate department. You will receive an acknowledgement of your comments/service request from the contact person of that department, plus a description of what action, if such is necessitated, will be taken.

Please be specific with your comments and the location of services so we may serve you efficiently.

Feel free to call us at (858) 668-4500 with any comments or suggestions as well.



CITY OF POWAY
P.O. BOX 789, POWAY, CA 92074

I have the following comments suggestions service requested

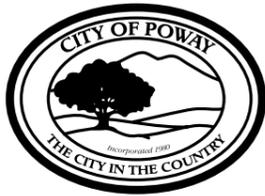
Name _____

Address _____

Telephone (Home) _____ (Business) _____

Council Recap

The Council Recap section is now available online at the City's web site www.ci.poway.ca.us



Fire Department Open House



Fire Department Open House

Safety Information and Fun Family Activities

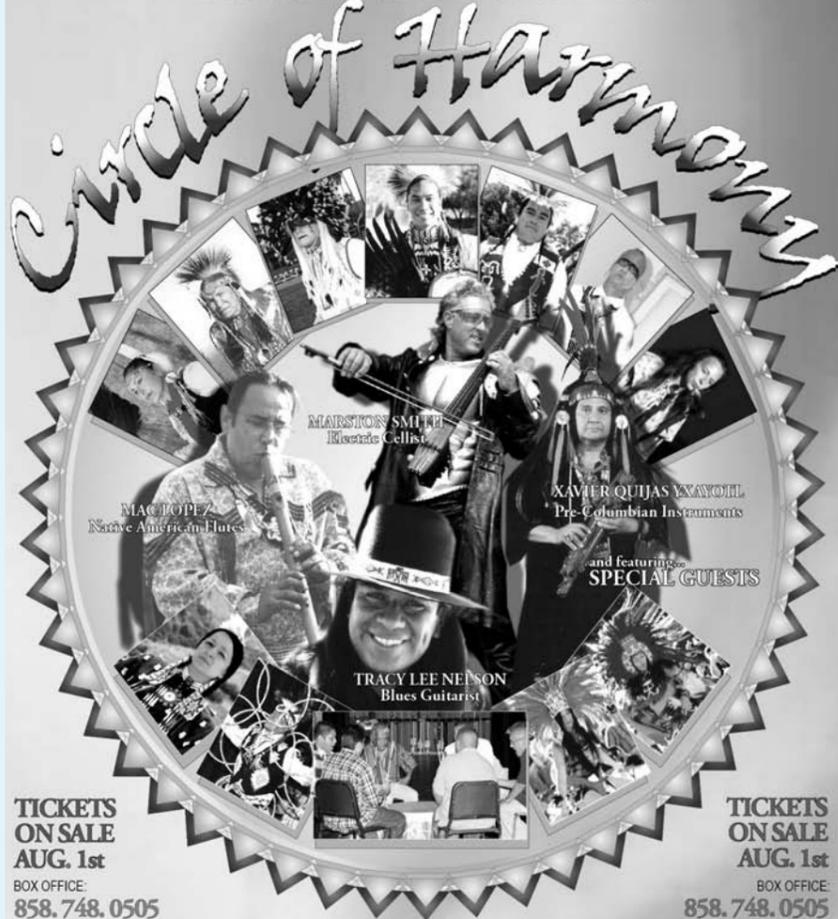
Saturday, October 14, 2006
11 a.m. to 3 p.m.

Poway Fire Station #1 • 13050 Community Road

Circle of Harmony Celebration of Native American Music and Dance

Whirlwind Studios
PROUDLY PRESENTS

The 3rd Annual Native American Benefit Concert
AN EVENING CELEBRATION of NATIVE AMERICAN
MUSIC & DANCE THROUGH THE...



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BOX OFFICE: 858.748.0505

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BOX OFFICE: 858.748.0505

SAT. OCTOBER 28th, 2006

A Benefit Concert for the Preservation and Educational Development of the Kumeyaay-Ipai Interpretive Center

@THE POWAY CENTER for the PERFORMING ARTS
15498 ESPOLA RD. POWAY, CA. 92064

Time Schedule: Doors Open @ 6 PM Show Times: From 7 PM - 10 PM
General Admission: \$25.00 Premium Seats: \$50.00 Orchestra Seats: \$100.00



Designed by SILENTHUNDER DESIGN GRAPHIX production
www.silentthunder.com e: info@silentthunder.com

THIS & THAT

Project KidSafe Workshop

Parents, children, and community members are invited to learn about Project KidSafe child-protection legislation, safer use of the internet by kids, techniques to escape a physical abduction, and the daily monitoring of released sex offenders in San Diego County.

Friday, August 11, 2006 – 5:30 p.m. to 7:30 p.m.
Poway City Council Chambers
13325 Civic Center Drive

Law enforcement officials will create child identification kits for parents, complete with fingerprints and photographs for their child. National and local child protection organizations will be available to answer questions and provide valuable resources. For more information, please call (619) 596-3136.

CALENDAR

CITY COUNCIL MEETINGS

Tuesdays, 7 p.m. (1st, 2nd and 3rd Tuesdays until Dec. 2006)
City Council Chambers • 13325 Civic Center Drive

CITY COUNCIL MEETINGS — PILOT PROGRAM

Aug. 1, Aug. 8-Workshop, Aug. 15, 2006
Sept. 5, Sept. 12-Workshop, Sept. 19, 2006
Oct. 3, Oct. 10-Workshop, Oct. 17, 2006

CITY COUNCIL MEETINGS CANCELED

July 25, 2006 • August 3, 22 & 29, 2006 • Sept. 7 & 26, 2006
Oct. 5, 24 & 31, 2006

POWAY HOUSING COMMISSION

REDEVELOPMENT & HOUSING ADVISORY COMMITTEE
Contact the Redevelopment Agency for meeting schedule
Redevelopment Agency • 13325 Civic Center Drive • (858) 668-4540

TREE COMMITTEE

Contact the Public Works Department for meeting schedule
Public Works Office • 14467 Lake Poway Road • (858) 668-4700

COMMUNITY FINE ARTS ADVISORY COMMITTEE

PARKS & RECREATION COMMITTEE

PERFORMING ARTS ADVISORY COMMITTEE

Contact the Community Services Department for meeting schedule
Community Services Administrative Office
13325 Civic Center Drive • (858) 668-4571

CITY HALL CLOSED FOR HOLIDAY

Sept. 4, 2006 • Nov. 10, 23 & 24, 2006 • Dec. 25, 2006

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Councilmember Bob Emery
Councilmember Don Higginson

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