



POWAY TODAY

A Quarterly Municipal Newsletter for the Residents of Poway, California

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New business hotel coming to Poway



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City of Poway Web Site

Have you visited the City of Poway web site at www.ci.poway.ca.us lately? As a one-stop resource for City services and important community news, the City's web site is an excellent tool for Poway residents to access information and to contact City staff. The following is a list of some of the available information:

- City Council meeting agendas
- City Department/Services contact information
- Parks and Recreation information, such as a map of parks and facilities, and class schedules
- Performing Arts Center Performance Schedule
- Job announcements
- Street sweeping schedules
- Community news, events, and links to useful resources, sports groups, service clubs, and more.

Additionally, a Feedback Form is available at the bottom of the home page, which allows visitors to provide comments and/or suggestions about the web site or City services. The City of Poway encourages its residents to visit www.ci.poway.ca.us to learn more about City services and the community.

Majority of Powegians cite high satisfaction

The City of Poway strives on a daily basis to provide residents with the best services and amenities in an effort to preserve Poway as the ideal community to live, play, raise a family, and prosper in business. To assist in achieving that goal, the City of Poway hired an independent research consultant, Godbe Research, to conduct a Resident Satisfaction Survey to assess resident opinion and satisfaction with the quality of life in Poway. On March 20-22, 2006, 400 households in Poway participated in the resident satisfaction survey via telephone and answered questions concerning issues of importance in the community. The findings of the survey indicate that 93% of the residents surveyed are either satisfied or somewhat satisfied with the job that the City is doing to provide services.

City staff worked in conjunction with the consultant to identify and include questions that explored resident opinion and satisfaction with general quality of life: City programs, services, facilities, community issues, and what residents would like offered in the future. In addition, questions included

resident opinion on current and potential future issues and challenges, soliciting and ranking ideas and areas for improvement, and collecting demographic information for profiling and segmentation purposes. With the telephone survey, the consultant took a random but representative sample of the larger population of Poway residents and extrapolated the information obtained to the larger population of all residents, which provided excellent representation of all the City's residents based on a well designed and managed sampling plan.

Although 93% is one of the highest percentages recorded for a resident satisfaction survey according to the consultant, City staff has and continues to analyze the information garnered from the survey to develop work plans, which will address the community issues and needs expressed by the residents. The survey findings will be used to focus City efforts on areas that have been identified to improve or enhance existing services. To view the complete survey and its findings, visit www.ci.poway.ca.us or contact Paolo Romero at (858) 668-4506.

Resident Satisfaction Survey at a Glance

- **93% of residents are satisfied with City services**
- **80% surveyed feel a strong sense of community**
- **Schools are the top reason for living in Poway (32%)**
- **58% have visited the City's web site during the last year**
- **Growth (26%) and traffic (13%) are the most important Poway issues**

Exchange information and concerns at May 9th Poway Town Hall Meeting

The City of Poway will hold a Town Hall Meeting focused on Public Safety on Tuesday, May 9, 2006, at the Community Park Auditorium, located at 13094 Civic Center Drive. Information booths will be available at 6 p.m., with the program starting at 7 p.m. The goal of the Poway Town Hall Meetings are to provide a casual setting for those individuals who do not normally attend Poway City Council meetings, and learn about issues facing the community and to share their questions or concerns.

Taking the place of the regular Council meeting, the Town Hall meeting will begin with an open forum for questions and discussion on concerns related to any subject matter pertaining to the City of Poway. After the open forum, attendees may attend their

choice of two break-out sessions on three subject matters: law enforcement, fire safety and traffic. A brief introductory presentation will be provided in the sessions, followed by questions and discussion. The smaller group setting is intended to foster as much citizen participation as possible.

Comments from the sessions will be written down and reported back to the entire audience at the

conclusion of the meeting and will also be compiled and provided to the City Council for their review. Numerous information stations and displays will be available with information on the three subject matters. Additionally, representatives from all City departments will be available to answer questions. For more information, please contact Kristen Crane at (858) 668-4505.



Attendees at last October's Town Hall Meeting focusing on development in Poway. City staff is currently finalizing the May 9th Town Hall Meeting, which will focus on public safety and traffic.

Community Highlights

2-1-1

For community health, and disaster information services, call 211, a free 24-hour referral service in 150 languages. Information is also available on-line at 211sandiego.org.



Eco-friendly plants, smart irrigation save water

In San Diego County, 50 percent of water use is for outdoor irrigation. That is why it's important to design gardens using California-friendly plants and efficient irrigation systems. Local nurseries stock a full range of plants that enjoy the Southern California climate "naturally" without much water.

Conserve water by limiting lawn areas and grouping plants by water need. Also, check irrigation controllers once a month and adjust as necessary. Water that runs into the street is lost and can carry fertilizer into the storm drain. Use drip irrigation for shrubs and planting beds, and overhead irrigation for lawn areas. "Smart" irrigation controllers use a schedule based on weather and plant needs. The San Diego County Water Authority provides information and voucher programs by calling 800-986-4538 or www.sdcwa.org. Another resource for information is the Water Conservation Garden at Cuyamaca College www.thegarden.org.

Also remember that standing water is a breeding ground for mosquitoes. Other considerations for mosquito control are:

- Keep pools and spas clean and operating efficiently
- Empty standing water in flowerpots, trash cans, tarps, and toys
- Clear drainage ditches
- Request free mosquito fish from the County for ponds and inoperative swimming pools

For more information about mosquitoes, visit www.SDFightTheBite.com.

Be prepared now – in case disaster strikes in the future

After a major disaster, it is unlikely that emergency response services will be available to serve everyone's needs. Emergency personnel will respond to the most critical needs first, so it is important to be prepared to care for yourself and your family. Whether it be a natural or man-made disaster, having survival kits with the proper emergency supplies is necessary as stores and gas stations may be closed, roads inaccessible and ATM machines inoperable. Furthermore, power outages may occur, and there might be a lack of telephone service. For any major disaster, you should plan to be on your own for at least 72 hours.

To prepare for any type of emergency, create a disaster kit that contains enough water, food, shelter, sanitation, lighting, communications and medicine to last at least three days following a disaster. Do not wait until it is too late. Be prepared now. For more information on disaster preparedness, visit www.72hours.org.



The Latest (Re)developments...

City of Poway to benefit from new hotel coming to Business Park

Construction is scheduled to begin in May 2006 on a new business-class hotel in the Poway Business Park. The agreement, approved in February by the Poway Redevelopment Agency with Ocean Park Hotels, signifies an economic milestone and the achievement of a long-standing City Council goal to provide a hotel within the Poway Business Park.

Ocean Park Hotels will construct a three-story, 111-room, business-class hotel on the northeast corner of Scripps Poway Parkway and Stowe Drive in the Poway Business Park. There is no subsidy from the Redevelopment Agency in this transaction, and the developer is contributing equity of at least \$2.25 million to the project.

Ocean Park Hotels brings proven experience in developing, owning and operating business-class hospitality establishments. Beginning in

1998, their active portfolio contains 10 hotels in operation with another nine facilities currently in development. For the City of Poway, Ocean Park Hotels will construct a Hampton Inn & Suites, which operates under the Hilton brand of hotels, offering wi-fi Internet access, an exercise center, a complimentary breakfast bar and 2,400 square feet of meeting space for residents, community groups and businesses. This hotel will complement the two existing hotels on Poway Road, bringing the total number of hotel rooms available in Poway to satisfy business, leisure, and group market demands to 200.

Entering into this agreement demonstrates Poway's commitment to fostering a strong and diverse economy. A hotel in the Business Park will provide a heightened level of amenities and room accommodations to serve the many businesses that rely upon frequent corporate travel for their ongoing success. In addition, the hotel

will support future Business Park growth, encourage business retention, promote local small business prosperity and enhance Poway's regional competitiveness. No less important, an estimated \$322,400 in annual Transient Occupancy Tax (TOT) revenue will be generated by the new hotel, which represents additional resources for the City's General Fund that directly benefit Poway residents and help maintain an exceptional level of public services and high quality of life.

It is anticipated that construction will begin in May 2006, with completion estimated by spring 2007. Once completed, the Business Park will be primed for future success and vitality, fostering a strong local economy and providing years of service to the "City in the Country." For more information, contact Scott Edwards, Economic Development Manager, at (858) 668-4547.



Western elevation of the proposed Hampton Inn & Suites to be built on the northeast corner of Scripps Poway Parkway and Stowe Drive.

City's Parks volunteers are on the "right trail"

How does the City of Poway preserve and maintain the community's numerous parks and the dedicated network of hiking, riding and jogging trails that crisscross the City? Part of the answer can be found in the efforts of Poway's Parks and Trails volunteer team. The Adopt-a-Park and Adopt-a-Trail Programs have opportunities for volunteers of all ages. An individual or organization may donate any number of hours, knowing that the contribution of time and effort provides the City with services that supplement existing staff activities.

Poway enjoys 82 miles of public recreational trails that have been constructed by the City, the California Conservation Corps, and residential development companies. Currently, 25 segments of trails have been adopted. Individuals, families, and organizations including Scout troops maintain these trails. Other trails are still available for adoption throughout the City.

The maintenance of the recreational trails is the responsibility of the City and is assisted by volunteers under the guidance of Joan Steffan, volunteer coordinator of the Adopt-a-Trail Program. Joan coordinates individuals

interested in keeping Poway's trails safe and clean, and also assists during volunteer training sessions. She matches volunteers with a trail, which may be one they currently use for horseback riding, hiking or biking. The trail may be near to their home, employment or an organization meeting place, and the volunteer may choose any length of trail to adopt.

Adopt-a-Park volunteers often live or work near a park and recognize the need to keep it neat and clean. Their activities may include planting, repairing and painting park tables and benches, and assisting with weed abatement. The "Park Watch" project asks volunteers to inspect and report concerns at our parks, such as graffiti, debris, and broken sprinklers or lights.

Volunteers help the City maintain clean trails and parks for everyone to enjoy. The City is now looking for a volunteer to coordinate the Adopt-a-Park Program. For more information, call Bob Hahn, Parks Maintenance Supervisor, at (858) 668-4721. For Adopt-a-Trail information, call Joan Steffan at (858) 748-6131. City parks and trails information is also available at www.ci.poway.ca.us.

Love your pets: make sure you spay/neuter them

Every year, 4 to 6 million animals are euthanized because there are no homes for them. Responsible pet care involves making decisions that will affect your animal's health, safety and welfare. You can be part of the solution to reduce pet overpopulation by having your pet altered. Furthermore, did you know that altered pets tend to live an average of two to three years longer than non-sterilized pets?

For more information about spaying or neutering, please contact your local veterinarian, or one of the following organizations: Pet Assistance Foundation at (760) 745-7986 or web site www.orgsites.com/ca/pet-assistance or Spay/Neuter Action Project (SNAP) at (619) 525-3047 or web site www.snap-sandiego.org.



Poway Family Focus Night seeks to make precious time for families



Mark your calendars for the evening of Monday, May 22, 2006, which has been designated as Poway Family Focus Night. Based on the ideology that a community's single greatest asset is its families, Poway Family Focus Night is sponsored by a group of concerned citizens representing various aspects of the Poway community, including churches, service clubs, youth sports groups, and the Poway Unified School District. The City of Poway is also a supporter.

Working with local businesses and organizations, Poway Family Focus Night is designed to provide families the opportunity to have more time to spend with one another by having one night where businesses, schools and other organizations refrain from scheduling activities between the hours of 5 and 9 p.m., thereby allowing families to be together.

"The purpose is to raise awareness about the impact of over-scheduling on families and children, and to encourage families to examine their day-to-day schedules and to choose

what matters most," explains Amanda Newby, chair of Poway Family Focus Night. "By actively involving Poway's parents, educators, coaches, religious leaders, business leaders and other community leaders in a dialogue about ways our community can foster a balance between family time and other valuable activities, those involved with Poway Family Focus Night are hopeful that families who schedule more regular, consistent time together will not only create a stronger family, but a stronger community and nation as well."

Rather than scheduling more activities for this time, families are encouraged to just spend time together with no other objective than to enjoy being together. Each family is unique, and this time will hopefully allow families to discover personal ways to spend time that reflect its members and what they enjoy.

For more information on Poway Family Focus Night, visit www.powayfamilyfocusnight.com.



Public Works staff members maintaining a local residential street.

Coming to a street near you: City's maintenance program improves road conditions

As part of the ongoing Asphalt Maintenance Program, the City of Poway is continuing the process of repairing and resurfacing about 130 residential roads throughout the City. The program is now in its ninth year of a perpetual plan to maintain and repair, as necessary, all residential streets every seven years. Its success is evident in the decreasing number of potholes filled annually in Poway. In 1996, when the program started, crews repaired as many as 400 potholes annually. With this effective program, the number of potholes requiring repairs has dwindled to less than 40 in 2005.

The 2005/2006 program, known by staff as "area two," spans from Tarascan Road at Poway Road to Glen Oak Road at Pomerado Road, and includes most residential streets in between. The work consists of several different phases, beginning with crack sealing and followed by deep patching, skin

patching, slurry or cape seal, and finishes with striping and legend painting. All work in area two is scheduled to be complete by September 2006. During this time, some inconvenience is unavoidable in order to complete the work, but City staff will make every effort to reduce the inconvenience. To minimize disturbances to residents and damage to recently repaired streets, other work scheduled for the area has been coordinated to occur simultaneously. This work includes replacement of some failing storm drain-pipes and raising water valves at a level flush with the street surface. City staff greatly appreciates your caution in these areas and your patience as we continue to maintain Poway's roads in a safe and smooth condition. If you have any questions regarding the Asphalt Maintenance Program, please contact Tony Bowers, Streets Supervisor, at (858) 668-4737.

Reverse 911 system to notify residents during emergencies

To quickly warn local residents to evacuate when deadly disasters like the October 2003 wildfires strike, the County of San Diego has implemented a Reverse 911 system that can make hundreds of phone calls notifying San Diego County residents when there is a major emergency.

When activated during an emergency, residents will receive a phone call with a recorded message to their home phone notifying them of the disaster and giving possible evacuation information. For those residences with caller identification features, the words "emergency notification" will flash on their telephone screens. This system is also capable of leav-

ing messages on answering machines. The Reverse 911 system will augment law enforcement efforts to make door-to-door notifications during an emergency and will be provided to residents in the unincorporated communities and in the nine cities — including Poway — that contract with the San Diego County Sheriff's Department for law enforcement.

The Reverse 911 system has the capability of making 264 phone calls per minute or 15,840 calls per hour, which can also be used to target specific neighborhoods or entire regions, and combines current mapping technologies with 911 calling. However, the system does require functioning power and phone lines.

Travelling soon?

Are you planning a family vacation, business trip, school or band trip, or a cruise out of the country, including Mexico and Canada? Do you need a form of identification? Then you need a passport.

The City Clerk's Office located in City Hall at 13325 Civic Center Drive, also serves as a Passport Acceptance Facility. Applications are accepted from 8 a.m. to 12 p.m. and from 1 p.m. to 3:30 p.m. Monday through Friday. The Passport Acceptance Facility is also open until 6:30 p.m. on Tuesdays.

For more information, please visit www.ci.poway.ca.us or call the City Clerk's Office Passport Hotline at (858) 668-4537.



Council Recap

JANUARY 10, 2006

- Approved Variance 05-08 and Minor Development Review Application 05-26 for the construction of a 2,172-square-foot, two-story, single-family residence, with an attached 655-square-foot garage, on a vacant 0.195-acre lot located at the northwest corner of Aubrey Street and York Avenue allowing the garage and residence to encroach into the setbacks.
- Approved Variance 05-14 reducing the front yard setback of 40 feet to 10.5 feet from Espola Road to permit an outdoor trellis patio cover and a playground shade structure to encroach into the setback. The property is located at 16934 Chabad Way.
- Council approved the naming of the City Office Building to the James L. Bowersox City Office Building in honor of James L. Bowersox, former City Manager.

JANUARY 17, 2006

- Approved Conditional Use Permit 05-05 and Development Review 05-07 for the development of a 3-story hotel having up to 111 rooms, 2,400 square feet of meeting space, and a separate 5,700-square-foot, sit-down restaurant. The property is on the northeast corner of the intersection of Scripps Poway Parkway and Stowe Drive.
- Approved an agreement for the design and development of bid specifications for a telecasting system.

JANUARY 24, 2006

- Approved Specific Plan Amendment 84-01UUU changing the land use designation from Light Industrial to Light Industrial/Outdoor Storage on unaddressed property located on the south side of Kirkham Way, 200 feet east of Tech Center Court.
- Approved Specific Plan Amendment 84-01VVV changing the land use designation from Light Industrial/Outdoor Storage to Industrial Park at 13750 Danielson Street.
- Approved Environmental Assessment 05-07 for the expansion of Dearborn Cemetery at 14361 Tierra Bonita Road.
- Approved Minor Conditional Use Permit 99-16M for the construction of a 1,440 square foot museum/office, access road and on-site parking on the Kumeyaay-Ipai site located on Silver Lake Drive.
- Approved Variance 05-16 for the construction of a 6-foot high partially open wall along the interior property lines separating a commercial and residential use for the property located at the southwest corner of Community Road and Hilleary Place.
- Approved Variance 05-19 and Development Review 05-11 for the construction of 6 single-family homes on 6 lots, located at the southern terminus of Welton Lane, in addition to allowing a 10 foot-high chain link fence for one of the recreational courts.

FEBRUARY 7, 2006

- Approved the Disposition and Development Agreement with Ocean Park Hotels-PWY, LLC for the development of a business-class hotel in the Poway Business Park.
- Approved a Hillside/Ridgeline Minor Development Review Application 05-59 for the construction of an approximate 4,900 square foot, one story, single-family residence on a vacant, approximately 8.3-acre site located at 16311 Espola Road.
- Approved a Hillside/Ridgeline Minor Development Review Application 05-37 for the construction of a 5,478 square-foot, two-story, single family residence; an attached 1,054-square-foot garage and a 1,298 square foot detached guesthouse on a 3.29 acre vacant parcel located on the south side of Orchard View Lane, north of Golden Sunset Way.
- Approved a new Records Retention Schedule for City records.

FEBRUARY 21, 2006

- Approved Variance 05-17 to allow a previously constructed 8.5-foot fence in the rear yard of the residential property located at 11552 Creek Road.
- Approved Variance 06-01CF to allow a 10,000-gallon water tank to observe a 5-foot front yard setback on property located at 15227 Mina De Oro Road.
- Approved the initiation of Specific Plan Amendment 84-01XXX to the South Poway Specific Plan changing the land use designation on an approximately 1.5-acre developed parcel from Light Industrial to Light Industrial/Outdoor Storage for the property located at 12650 Brookprinter Place.
- Approved Hillside/Ridgeline Minor Development Review Application 05-77CF for the construction of an 8,736-square-foot, single-story, single-family residence, including an attached 846-square-foot guesthouse, on a 7.6-acre property located at 15057 Blue Crystal Trail.



The Hilleary Park Playground renovation project, which began in November 2005, is now complete and open to the public. The renovation of Hilleary Park located at 13500 Community Road included removing the sand and replacing it with colored resilient rubber play surfacing. The playground equipment was also removed and replaced with ADA accessible playground equipment. The new equipment features both an aquatic/island theme and a pirate ship theme.

THIS & THAT

Keep pets safe this summer

Leaving a pet in a parked vehicle is against the law...and can be deadly! The temperature in a parked car can reach 130 degrees between 7 and 9 a.m., before the outside temperature has reached 90 degrees.

California Penal Code 597a defines that a domestic animal kept unattended in an automobile subject to extreme heat is cruel and inhumane. This is a misdemeanor according to state law.

Residents are encouraged to leave their pets at home. Shaded parking lots and cracked windows are not reliable for keeping pets comfortable and safe in a parked vehicle.



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

May 2, 9 & 15 • June 6, 13 & 20 • July 11 & 18, 2006

CITY COUNCIL MEETINGS CANCELED

July 4, 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

May 29, 2006 • July 4, 2006

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