

POWAY

the city
in the
country

TODAY



Preservation of the “City in the Country” remains key goal

In the beginning
When Poway became a city in 1980, one of the primary motives of incorporation was to retain the country lifestyle known to generations of Poway Valley residents. Doing so was not by happenstance, but through careful, proactive measures. Through efforts such as a well thought-out and strict General Plan, acquisition by the City of open space areas, and preservation of hillsides, the rural beauty of Poway has been retained for future generations to enjoy.

Soon after Poway's incorporation in 1980, City planners began the extensive process to draft a General Plan, which represents a comprehensive, long-term guide for physical development of a city. In 1983, the Poway General Plan was approved by the City Council. All elements of the General Plan reinforce a single basic philosophy, that “Poway should retain its rural atmosphere.” Evidence of this are the Plan's severe restrictions on hillside development, its emphasis on infill development, its allowances for sheltering farm animals, and the rural focus of its community design element.

Planning for the future

Poway's General Plan lays out highly individualized guidelines for community design and follows a logical progression with each step building on the previous ones. The design element includes recommendations for building materials (wood, stucco, or brick – no plastic or glass); colors (muted shades of red, blue, green, gray, yellow); landscaping; signs; lighting; street furniture; housing types; and neighborhood organization. The General Plan contains 16 elements in all, nine of which are required by California law. Among the optional elements are those focused on energy

conservation and on cultural, historic and archaeological preservation. Development is inevitable, but through a well-established General Plan, cities are better equipped to make sure that the development that occurs is consistent with the community's vision.

Investing in a legacy

In conjunction with the General Plan, it has been the goal of the City Council to preserve important heritage lands throughout the City in their natural state, thereby maintaining the unique rural character of Poway Valley and the City's significant topographic features. Over time, as development on privately owned property



The 40 acres comprising the top of Twin Peaks was acquired through the City's Heritage Lands Program and will be preserved for future generations of Poway residents.

continues to move out of the Poway Valley and into prominent hillside, hilltop, ridge-line and mountainous areas of the community, the City's heritage lands are becoming at-risk. With every feasible opportunity, the City has acquired important heritage lands to preserve for the future. In January 2001, a Poway developer, to satisfy an offsite habitat mitigation requirement, acquired an 80-acre prominent ridgeline/hillside property adjacent to one of Poway's landmarks, “Tooth Rock.” The City Council has since appropriated \$2 million for the acquisition of similar sensitive lands. To date, the City has acquired 184 acres on Van Dam Peak

and the 40 acres comprising the top of Twin Peaks. The 22-acre Kent Hill (Rattlesnake Hill) parcel in Old Poway was also purchased through the heritage lands program.

In addition to the heritage lands program, the City adopted the Habitat Conservation Plan (HCP) in 1996, which encourages environmentally sensitive development that conserves energy and water; ensures the protection of resources; preserves the biodiversity of the region; and preserves open space, community parks, agricultural lands, watersheds, scenic values and wildlife. The HCP also streamlines the overall regulatory process for developers and provides planning certainty for future development within the City. The HCP identifies key areas within the City where acquisition and preservation of habitat land is desirable. Many of these key areas also represent important heritage lands. Approximately 13,300 acres, 53 percent of Poway's area, are protected through the HCP. While some land has been dedicated as biological open space by property owners for mitigation, the City will continue to purchase and preserve open space heritage land parcels as they become available and are feasible for acquisition.

Growth must be “smart”

The City of Poway has also emphasized “smart growth.” When Poway incorporated, there were more than 2,000 housing units approved by the County of San Diego but not yet constructed in Poway. Large-scale development to the west (including Carmel Mountain Ranch and Sabre Springs) had been approved for surrounding hillsides. These housing tracts would forever alter the natural terrain at the entry of Poway. The Poway City Council realized that Poway would face similar development pressures and that more than words in a General

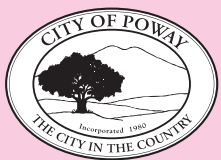
Plan would be needed to protect the community character.

Protecting Poway's character

In 1988, the Poway City Council addressed this situation by placing Proposition FF on the ballot. Prop FF requires voter approval prior to increasing density (number of housing units) or intensity of land use (from residential to commercial) for properties zoned Rural Residential, the Old Coach Planned Community, public facilities, hospital campuses or open space in Poway. For example, changing the zoning from Rural Residential to Multi-Family or Commercial requires a vote of the people. Additionally, Prop FF applies to land use changes that seek to increase residential density in the Poway Business Park. The zoning classifications mentioned covered nearly 95 percent of the undeveloped property in the City at the time Prop FF was drafted. Property owners do have the right through the initiative process to request a change in land use designation, but any changes must be voted upon by the citizens of Poway. Currently, there are approximately 20,225 acres of land protected by Prop FF, with 5,550 developable acres remaining at this time. As a result, Prop FF has had a positive impact in Poway.

Poway is a city where you can look all around and see beautiful hills, unscarred mountains and native open spaces that are not covered with homes and developments like many communities throughout San Diego County. These open spaces are something to preserve and pass on to future generations of Powegians. Despite Poway's growth, the preservation of the “City in the Country” has been a guiding force for the past 25 years, and will continue to be well into the future. For a copy of the City's General Plan on CD, please contact the City Clerk's Office, at (858) 668-4536.

Twenty-Five Years Of Service



1980

Incorporation/
Election of First City
Councilmembers
•
Fire Station #1
Opens on
Community Road



1981

Fire Station #2
Completed



1983

First Issue of Poway Today
Published
•
Completion of the
General Plan
•
Establishment of the Poway
Redevelopment Agency



1985

South Poway
Business Park
Master Plan Completed
•
American Planning
Association National
Award Received for
Poway General Plan



1986

Grading Begins for
Poway Business Park

Past, present and future: Public Safety remains top priority in City of Poway

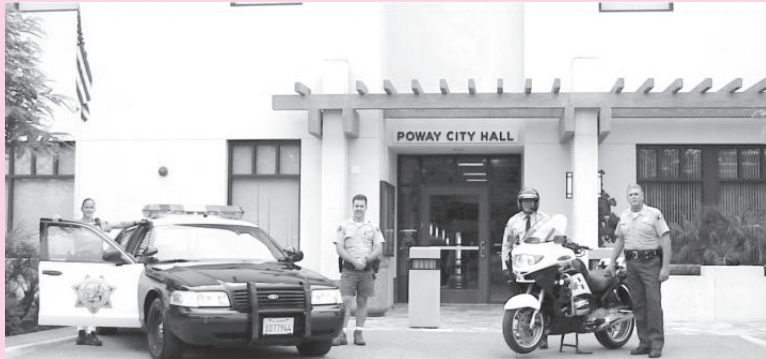
The City of Poway consistently boasts a ranking as the safest city in San Diego County, posting the lowest overall crime rate for several years running. Similarly, Poway residents place a strong emphasis on quality law enforcement and fire protection services. Combined, these services comprise approximately 50 percent of the City's annual operating budget, totaling more than \$15 million.

Law enforcement services are provided through a contract between the City and the San Diego County Sheriff's Department. By contracting, the City avoids duplicating resources and makes efficient use of the Sheriff's Department depth and expertise. The relationship is fiscally responsible, as evidenced by the continued working relationship, which has remained strong for 25 years.

Centrally located in the City of Poway at 13100 Bowron Road, the Poway Sheriff's Station was completed and first occupied in March 1998. The Poway station has since been the model for other Sheriff's stations constructed throughout San Diego County. The Poway Sheriff's Station consists of 65 sworn deputies and professional staff services including patrol, traffic, general and specialized investigations, crime prevention, crime lab, crime analysis, criminal intelligence, narcotics enforcement, emergency services, and licensing and communication. A dedicated cadre of more than 50 individuals comprise

the Retired Senior Volunteer Patrol, providing services such as vacation checks and the You Are Not Alone (YANA) program.

The Poway Fire Department is another important element of public safety. The men and women of the City of Poway Fire Department are dedicated to protecting the residents of Poway and to reducing the loss of life and property from fire, medical, and environmental emergencies.



The hard work and dedication of the Poway Sheriff's Station helps ensure that Poway remains the safest City in San Diego County.

This is accomplished through education, hazard reduction and response. The Fire Department's coverage area encompasses 40 square miles and is staffed by the Fire Chief, four Division Chiefs, four Fire Prevention Inspectors, two clerical assistants, and 48 full-time firefighting personnel. In addition, the Poway Fire Depart-

Currently, the City of Poway dedicates approximately 22 percent of General Fund monies toward Fire Department services.

Poway's commitment to fire safety was highlighted in 2004 with the dedication of Fire Station No. 3, Poway's newest fire station, located near the intersection of Pomerado Road and Ted Williams Parkway. With three fully staffed fire stations serving the City, response times will be reduced, ensuring immediate emergency aid for all parts of our community. When the Department is not responding to emergency calls, firefighters train to ensure their readiness and preparedness with professional development in a wide range of areas.

The Fire Department also plays an important role in fire prevention. Through regular fire inspections for existing businesses and reviews of development plans for future structures, the Fire Department ensures that all residential and businesses are compliant with City fire safety standards. In addition, the Fire Department is very active in community education and outreach with annual Health and Safety Fairs, Fire Station Open Houses, fire prevention programs and CPR classes.

The City of Poway's commitment to public safety is an important characteristic of our outstanding quality of life. As we celebrate Poway's 25th anniversary of incorporation, the City will continue its focus on public safety ensuring that the "City in the Country" is the best place to live, work, play and succeed in business.



Fire Station No. 3, dedicated in 2004, is a highlight of Poway's commitment to public safety.

ment and the San Diego Fire-Rescue Department respond to incidents using a "closest unit" selection process regardless of jurisdictional boundary.

Course of community guided by Poway City Council

Poway incorporated in December 1980 as a full-service, general law City and operates under the Council/Manager form of government, which is a system that combines the policy leadership of elected officials in the form of a city council, with the managerial expertise of an appointed city manager.

The City's policy-making body, the City Council, is comprised of five members elected at large by the citizens of Poway to serve four-year overlapping terms. While the public directly elects the Mayor, the City Council annually chooses one of its members to serve as Deputy Mayor.

Poway's City Manager, City Clerk and City Attorney are all appointed by the City Council. The City Manager is not only responsible for the overall planning, organization and direction of municipal activities, but also advises the City Council on legislative, policy and fiscal matters of the City. The City Clerk serves as the Council's Clerk, Records Manager, and Election Official, while the City Attorney serves as the legal advisor for municipal matters. In Poway, the Director of Administrative Services serves as City Treasurer.

The City presently has approximately 260 full-time employees and provides water, sewage disposal, fire protection, paramedic, parks and recreation, planning and building, engineering, street maintenance, street lighting, and landscape maintenance services. Law enforcement services are delivered under a contract with the San Diego County Sheriff's Department, while San Diego Gas and Electric provides residents with gas and electricity utility services, and solid waste disposal is provided through an exclusive franchise agreement with EDCO.

Through conservative fiscal policy direction of the City Council, the City has maintained consistently balanced budgets. The partnership between the Council, staff and the community continues to ensure a high quality of life in the City of Poway.



1988

• Passage of Proposition FF
• Adventure Playground and Swimming Pool Open at Community Park
• Development of Old Poway Park Begins



1989

• Poway Grade Improvements
• Connection Completed of Twin Peaks Road to Midland Road, East of Community Road
• Blue Sky Ecological Reserve Officially Dedicated



1990

• Passage of Proposition K Approving Direct Election of Mayor
• Poway Center for the Performing Arts Opens



1991

• City Partners with Poway Unified School District to Construct a Ball Field & Gym at Twin Peaks Middle School, Representing Partnerships to Improve School Facilities

Poway's incorporation turning point for community

Though the Pauwai Valley has been populated for centuries and an established community for decades, Poway only officially became a City in 1980. Prior to that, Poway was an unincorporated area of San Diego County.

In the early 1970s, many "Powegians" became alarmed as the City of San Diego annexed a large piece of the Poway Community Plan area on Poway's western border. This area, now known as the community of Sabre Springs, was considered the gateway to Poway and its loss was considered to be a precursor to the total annexation of Poway by the City of San Diego.

In 1976, the "Committee for the Incorporation of Poway" was formed by a group of concerned citizens in response to the potential annexation of Poway by San Diego. This community group was successful in placing the incorporation of Poway on the local ballot but the issue was defeated by more than

a two-to-one margin. The major argument against incorporation was the fear that taxes, such as property taxes, would increase for residents.

In 1980, a more organized incorporation effort emerged that had the support

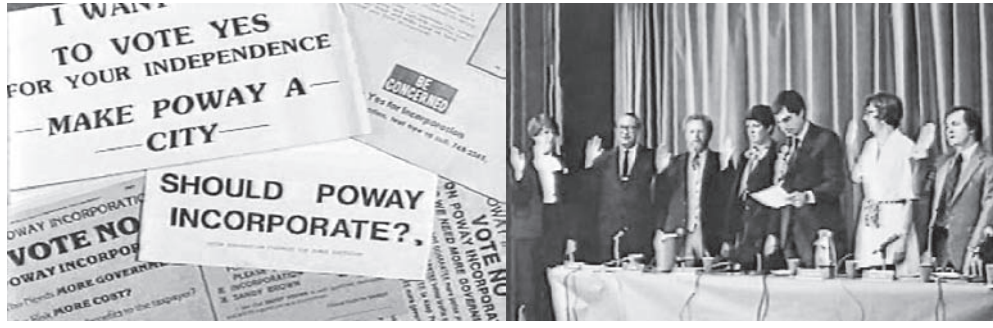
of Directors of both the Water District and Sewer District, and a number of other organizations such as the "Keep Poway Rural Committee."

At this time, the fear of increased taxes was no longer an issue as the passage of

the ballot. That same year, 27 candidates filed to run for the City Council, with the majority campaigning vigorously for the passage of Prop P. In the end, 6,218 voters or 53 percent of those voting supported incorporation.

The top five vote recipients of the 27 candidates running for City Council were Bob Emery, Bruce Tarzy, Clyde Rexrode, Mary Shepardson and Linda Oravec. These five individuals comprised the first City Council of the City of Poway. Clyde Rexrode was selected as the first Mayor.

The efforts of all of those involved with Poway's incorporation have not been forgotten. The dedication and vision of these citizens of Poway laid the groundwork for what is now the City of Poway. As we reflect upon Poway's history as a City, one cannot help but think how different things would be for the "City in the Country" if incorporation had not occurred. Needless to say, the residents of Poway made a historic decision when they voted to incorporate 25 years ago.



Political material mailed to Poway residents prior to the Incorporation vote and the swearing in of Poway's first City Council.

of nearly all of the established community groups in Poway, including the Poway Planning and Development Committee, Poway Chamber of Commerce, the Board

Proposition 13 in 1978 had severely limited the ability of municipalities to raise taxes. In 1980, Proposition P, the measure for Poway's incorporation, was placed on

Poway...The City that volunteers stays together

One of the most unique and exciting attributes of the City of Poway is the amazing corps

community.

To put the value of volunteerism in perspective, if each of the 750 vol-



The Senior Volunteer Patrol provides the Sheriff's Station with assistance in many areas, ranging from office work to assisting with community events to community patrols.

unteers, who serve the City in a wide span of capacities. More than 750 individuals participate in more than 35 groups; from advisory committees to charitable service organizations to community outreach and docent programs, all coming together to benefit the City and strengthen the

unteers gave just one hour of their time each week, they would produce 39,000 hours of service annually. If these volunteers were paid \$10 per hour, their labor would cost the City of Poway more than \$390,000 per year but instead, their support is given to the citizens of Poway free of charge. These

volunteers represent more than a cost savings in labor; they are considered a truly priceless commodity, and provide numerous benefits to the citizens.

Many of the City's volunteer organizations have been providing service in Poway since its incorporation 25 years ago, leaving marks on the com-

munity that are evident throughout the community.

The achievements of this volunteerism can be seen in the preservation of Poway's rich history and civic heritage, the development of interpretive recreation programs and through preservation of Poway's precious resources, parks, open spaces, trees and trails. Additionally, the comfort of a safe community is echoed from the critical strides gained by having volunteers in prevention services such as crime, drugs, gangs, fire and crisis prevention, and trauma intervention services.

Interpretive and environmental education programs to help the community enjoy, protect and understand the diversity of our flora, fauna, arborism and wildlife are also supported by a



A Reserve Park Ranger assisting attendees at a recent concert at Lake Poway.

strong base of volunteers.

From critical life support and emergency response volunteers to recreation and resource preservation volunteers, the City appreciates and values the passionate body of volunteers it has. New volunteers are always welcome!

If you are interested in lending your time and expertise to help serve the community, please contact Paolo Romero, Management Assistant, at (858) 668-4506.

Twenty-Five Years Of Service



1992

Goodan Ranch Preserved as Open Space



1994

Poway Sports Park Opens, Providing Fields for Adult Organized Sports and Availing Other Sports Fields for Youth Usage



1996

Poway Dog Park Opens at Community Park
•
Habitat Conservation Plan (HCP) Adopted
•
Adoption of Poway Road Specific Plan



1997

Completion of Scripps Poway Parkway to Highway 67



1998

Poway Community Library Opens
•
Launch of City Website www.ci.poway.ca.us
•
New Poway Sheriff's Station and Library Open on Bowron Road

The history of Lake Poway Park

Concerns that the area needed a water source in case of any problems with the Colorado River aqueduct led to the first step in the creation of the Lake Poway Park. In 1959, the Boyle Engineering firm was commissioned to develop a master plan. In addition to pointing out the need for additional water facilities, the plan suggested the site as the best location for a dam.

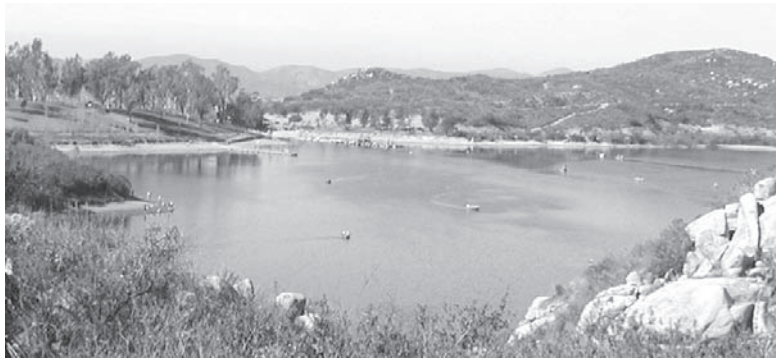
Three attempts were made to pass bond issues to support the development. The measures in 1963 and 1966 were supported by a majority but fell short of the two-thirds vote needed to pass. With strong support from the Poway Jaycees, the June 1969

issue of \$3.2 million Municipal Water District bonds was approved to develop a dam and filtration plant. Under this plan, taxpayers accepted assessments of \$250 for individual family homes, and \$125 for multifamily units.

Construction of the dam and filtration plant began in late 1970 when the \$2.5 million contract for the Poway Dam in Warren Canyon was awarded to the Peter Kiewit & Sons Company. The 160-foot, above-stream-bed earthen dam was completed late in 1971, six months ahead

of schedule, with a 1000-foot-thick base that narrows to a 20-foot thickness at the top.

The reservoir became a multi-purpose lake when a grant in the amount of \$959,000 was received from the California Department of Water Resources under the Davis-Grunsky Act. Engineers estimated that the recreation portion of the development would cost more than half a million dollars. Ralph Nelson, the lowest of 10 bidders, was awarded the contract for \$490,000. By August of 1972, a 300-foot boat dock, a 100-foot fishing pier, concession building and restrooms were built, as well as



Originally a reservoir, Lake Poway is now a beautiful recreation site for boating and fishing.

17 acres that were landscaped, including picnic areas with 75 plastic tables. There were also boat ramps, parking lots, turf areas with sprinklers, and a pavilion with a kitchen for rental to groups.

The grand opening took place on Saturday, Oct. 28, 1972, when the population of Poway was 21,000. The festivities included a \$1-a-plate pit barbecue, special events, free boat rides in the 75 passenger boats with electric motors, and a day-long music program. The highlight of the day was the fish plant of 2,500 pounds of trophy fish and 2,000 pounds of catch-able trout. Special honor was given to Harry Frame, the first manager of the Poway Municipal Water District, because of his efforts to spearhead the development. It was reported that "there was hardly a piece of litter dropped" by the 5,000 people who turned out for the day!

Reports deem the first year of operation a financial success. Could the four Rangerettes in their emerald green Go-Go outfits have been a reason? A 1978 news report said that nearly 47,000 fishermen per year were using the facility. The lake, which stores 3,800 acre feet of water, is 120 feet deep and has 64 surface acres within the 2.5 mile shoreline. The complete ecological system within the lake is aided by an underwater aeration system that keeps both the temperature and oxygen content constant throughout summer and



Lake Poway Park is enjoyed by residents throughout the year.

winter. State law requires that a portion of the lake must be kept clear of humans; this is the reason for the log-boom south of the dam, which also protects the aeration system. To encourage spawning and provide hiding places, cement telephone wire conduits were placed at the bottom of the lake.

Another news report called the lake the "Little Giant" because of the abundance of fish. Those who know the lake find bass in Hidden Bay, Half Moon Bay and Boulder Bay, while trout may be found at Rendezvous Ledge and Jump-Off Point.

Currently there are weekly stocks of 1,200 pounds of rainbow trout (November through mid-May) and 700 pounds of catfish bi-weekly (June through mid-September) for three popular annual fishing derbies.

During the summer months visitors can enjoy the concert series and additional outdoor activities which now include sailing, hiking or biking the 3.5 mile loop trail, camping, picnicking, volleyball and softball.

Community Services Department evolves significantly over quarter of a century

When Poway first became a City, only 32,000 people lived within the town. Yet a department was formed to begin offering recreational activities and program: the Community Services Department was born.

The meager beginnings and activities of the department were handled with just nine employees, which worked sufficiently since at the time, there were only three parks in the City (Community Park, Lake Poway and Garden Road Park). These numbers have grown to include 100 employees and 23 parks and facilities throughout Poway.

In 1980, there was only one special event provided for children in town, but that activity continues today. Youth Day has been a continuous event in Poway for more than 25 years, with its beginning being traced back to a co-sponsorship between the City and Harmonium, a non-profit agency. Approximately 20 years ago, the City took the reins, and has fully revamped the program to include many

more activities within the event. The event has always been offered on the day after school gets out for the summer.

The special events provided by the City have increased dramatically as well, with 32 options now offered for the entire family. Each event utilizes the specialties that each of the major parks and facilities has to offer. For example, Old Poway Park includes a historical turn-of-the-century theme, while Lake Poway concentrates on the outdoorsman in all of us, and Community Park provides

a focus on family entertainment.

Enhancing the quality of life has been an important emphasis for the City, so even in its early days, contract instructors offered classes, though they were limited.



Swim programs at the Community Pool are a popular activity in Poway.

Time-honored programs such as Tiny Tots, gymnastics and aerobics were the staple at Community Park. In the beginning, a total of 50 classes were available for the patrons to choose

from. Today, that number has increased to more than 200 classes per quarter, including swim programs at the

Community Pool, art programs at Old Poway Park and outdoor programs at Lake Poway. During the summer, the camp programs have expanded significantly, going from 10 weeks of Lake Poway Day Camp to 93 different camps ranging from archery to cooking.

The department also offers programs and hikes that place an emphasis on environmental education and the preservation of the Blue Sky Ecological Reserve. Furthermore, the efforts of community-based performing arts organizations and civic groups are made possible through more than 170 performances at the Poway Center for the Performing Arts.

As Poway has matured into Cityhood, the recreational programs and cultural amenities offered by the City have evolved to match the needs and interests of residents of all ages. These programs and amenities offered are a significant contribution to the quality of life Powegians treasure.



2002

Kumeyaay-Ipai Interpretive Center Founded
•
Removal of Heritage Oak Tree Due to Safety Concerns
•
Adoption of Heritage Land Purchase Program



2003

Poway Skate Park Opens
•
Mobile Recreation Van Introduced



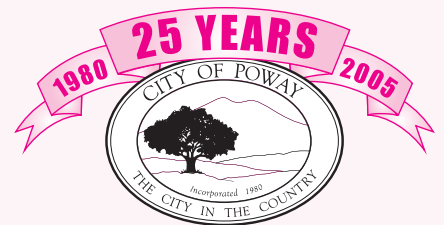
2004

New City Hall and Council Chambers Completed



2005

Fire Station #3 Opens
•
Implementation of City First-Time Homebuyer Program
•
25th Anniversary of Incorporation



Poway Then and Now

| | 1983 | 2005 |
|--------------------|--------|--------|
| Population | 33,236 | 50,632 |
| Miles of Streets | 108 | 179 |
| Water Customers | 9,152 | 13,891 |
| Miles of Trails | 3.2 | 81 |
| City Parks | 3 | 23 |
| Park Acreage | 28 | 224 |
| Open Space Acreage | 350 | 4,500 |

* Based on 1990 and 2000 Census data