



March 6, 2007

Mayor Mickey Cafagna  
Council Member Merrilee Boyack  
Council Member Bob Emery  
Council Member Don Higginson  
Council Member Betty Rexford  
City Of Poway  
13325 Civic Center Drive  
Poway, CA 92064

Subject: Poway Town Center Project

Dear Mayor and Council Members:

As a citizens group representing a cross section of many South Poway area residents, we would like to summarize the main desires, thoughts and concerns from our SOUTH POWAY RESIDENTS ASSOCIATION (SPRA) members regarding the POWAY TOWN CENTER project. The following is an overview of the major themes that emerged from many discussions and after polling our group for their input on this project.

### **KEEP IT GREEN AND OPEN**

Most SPRA members would like to see this area turned into an open space, park-like area. Members suggested grass, trees, creekside bike/walking paths and lots of open play areas. Although some thought stores and restaurants would be good in this area, most would like this kept to a minimum so that about 75-80% of the area could be dedicated to open space. Note that there are hundreds of families living in apartments near the proposed project and that this is the highest density area of Poway. Thus, the most critical need for nearby residents is open space.

### **KEEP IT SIMPLE AND FEELING LIKE "THE CITY IN THE COUNTRY"**

Many suggestions were made to keep this area from looking and feeling too congested and too urbanized. Also the consensus was to give it a "city in the country" look and feel with a very low key, perhaps western/pioneer theme. Most mentioned not wanting to see chain-type stores and restaurants and would rather have unique businesses here that would make this area a special place to visit.

In addition, this area of Poway Road already has many empty storefronts. We are concerned about making business even more difficult for our mom'n'pop-type shops and restaurants in this area.

### **SOUTH POWAY RESIDENTS ASSOCIATION**

JOE ST. LUCAS – CHAIRPERSON • CONNIE MESSINA – VICE CHAIRPERSON  
ELDA PARMLEY – TREASURER • KAREN KNECHT – SECRETARY  
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**DON'T OVERBUILD AND DON'T ADD HOUSING**

A major concern noted by many SPRA members is ending up with a huge concrete, steel and glass shopping mall that does not fit in with the overall atmosphere of Poway. Many expressed concerns about creating more traffic and more congestion along Poway Road where we already have too much traffic and congestion. SPRA members who live in this high density core of Poway also noted that these existing conditions are not conducive to adding more housing.

**BACK TO THE BASICS FIRST**

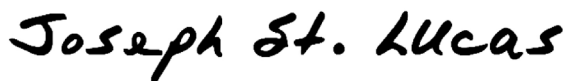
Many members expressed concerns about the overall cost of such a huge project. Additionally, many would like to see basic infrastructure needs addressed before money is diverted to this project (i.e. streets with drainage problems, missing sidewalks and road repairs).

**OPEN UP APPROVAL OF THIS PROJECT TO CITIZEN VOTE**

Because this is such a huge project involving millions of taxpayer dollars, SPRA would like to suggest that approval of this project be opened up to Poway voters on a ballot initiative. Because of the costs involved and the long-term impact on all Poway residents, we feel that this project is too important to be decided only by the five members of the City Council/Redevelopment Agency.

If you have any questions, please do not hesitate to contact us.

Best Regards,



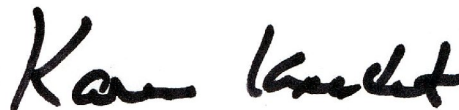
Joseph St. Lucas  
Chairperson



Connie Messina  
Vice Chairperson



Elda Parmley  
Treasurer



Karen Knecht  
Secretary

cc: Rod Gould, City Manager - City of Poway  
Dena Fuentes, Director of Redevelopment - City of Poway  
Jose Lopez and Pat Kumpan – POWAY NEWS CHIEFTAIN  
Andrea Moss – NORTH COUNTY TIMES  
Lisa Petrillo – SAN DIEGO UNION-TRIBUNE