The Inside Scoop



Dear Poway District 3 Resident,

My name is Peter De Hoff, your City Council Representative for Poway's District 3. Over the past two years on the City Council, I've worked to address key issues in Poway. This monthly-ish newsletter is my way of keeping you informed about some city government activities. My goal is to provide clear, accurate updates on current topics so you can stay engaged and informed.

Let me know if you'd like any further refinements!

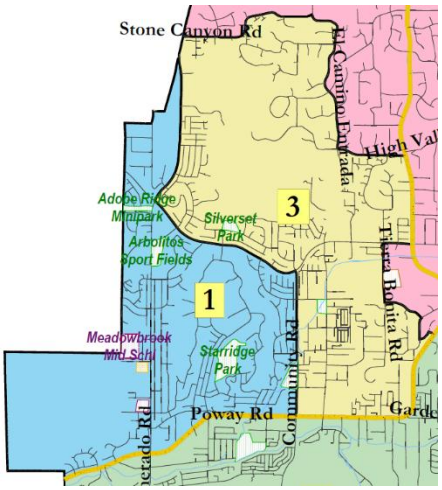
Rejection of Mixed-Use Development on Poway Road

Recently, the City Council rejected a proposal by Intracorp Homes for a 47-unit mixed-use development along Poway Road. While Intracorp is a reputable and quality builder, the project did not meet the setback requirements from the street and fell short of the commercial space standards set by the Poway Road Specific Plan (PRSP).

The site, located between the Salvation Army and Apollo Apartments (which are just west of Taco Bell), excluded the adjacent wood lot, as a deal for that parcel could not be reached.

The PRSP, which was developed by a commission of Poway residents over about four years, aims to improve, update, and revitalize the Poway Road corridor with a balance of housing and commercial spaces. Upholding these standards is crucial to honoring the community's vision.

District 1 Council Vacancy



Councilmember Brian Pepin has announced his intention to resign his seat, so the City Council must decide between holding a special election or appointing a new representative for District 1.

A special election in November 2025 would leave District 1 residents unrepresented for almost a year, silencing their voices in critical decisions like water rate setting (which will last for four years) and the annual budget planning/review process.

An alternative, mail-in-only election in May, has been proposed. This would set a precedent in Poway for a voting method that eliminates in-person voting, which is the most fundamental method of voting in this country. While it would still be too late to address the need for competent representation for the water rates and the annual budget planning/review process, it would get someone into the seat quicker than the regular voting method.

Like most decisions of consequence, there are strong arguments on either side of this issue, and a decision will be made (appoint or special election) in open council session on January 21st, 2025. The appointment application for the position is open until January 10th, 2025 so, if you know someone in District 1 who might be interested, please encourage them to apply!

Being a City Councilperson is not an easy job, but it is rewarding, and the residents depend on good people to dedicate their time and effort to help keep us all going in the right direction.

(https://poway.org/DocumentCenter/View/11482/City-Council-Application-2024)

Water Rate Pass-Through

Our water supplier raised their rates by over 13%, far exceeding the 6% increase they had previously communicated. To avoid bankrupting the city's water fund—which runs lean to avoid overcharging residents—we passed the increase directly to consumers. While frustrating, this ensures continued access to Safe and Reliable water at the Lowest possible cost.

Looking Ahead

Intracorp Resubmission

I think there's a good chance Intracorp will submit a revised plan for the previously mentioned Poway Road site that aligns with PRSP guidelines. I'll keep you updated as this develops.

Pump Track

To address the growing interest in biking and e-biking, both on and off road, I've proposed adding a pump track—a terrain park where riders can practice their skills—to the city's Capital Improvement Projects list. This is the first step toward funding and building this facility for our community.

Water Rates

In Q1 or Q2 of 2025, we'll set water rates for the next five years. A cost allocation study will help ensure that our management costs are fairly distributed between water bills and the general fund.

Annual Budget

In the Q2/Q3 2025 timeframe, we'll work on the city's annual budget. My focus remains on maintaining a balanced budget with reasonable reserves, continuing Poway's tradition of responsible financial planning.

Your Feedback Matters

Over the past two years, we've tackled numerous topics. I want to hear from you about what interests you most for future newsletters. Below is a list of potential retrospective topics. You can

vote for your preferences by replying to this email with your ranked choices. For example: “C, D, A, B, & G.”

Development Topics:
A: McKee Orchards Development – What’s happening at Midland/Twin Peaks?
B: Lifetime at The Farm – Why did I vote the way I did for each of those three votes?
C: City-Owned Open Space – How does this work, and what are the challenges?
D: Battery Energy Storage Sites – Are they safe or is Councilman De Hoff insane?

Water/Sewer Topics:
E: Containing Sewer Rates – What’s being done?
F: Water Treatment Plant Upgrades – Progress and plans.
G: Ramona Water District Interchange – What’s the impact on rates?

Other:
H: Let me know what you’d like to hear about!

Your input will help shape future updates.

Thank you for taking the time to stay informed and engaged. Together, we can continue making Poway a great place to live.

Sincerely,

Peter De Hoff

Poway District 3 City Council Representative

If you don’t want to get this newsletter anymore, please reply “unsubscribe”. If you want to add someone to the list, please let me know their contact information. – TIA

If you have a question or concern regarding governance in Poway, please email me at pdehoff@poway.org

Paid for by De Hoff for Poway City Council District 3, 2026
FPPC #: 1492464