The Inside Scoop



February, 2025

Dear Poway District 3 Resident,

My name is Peter De Hoff, your current City Council Representative for Poway's District 3. This monthly-ish newsletter one 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!

Censure Motion on Councilmember Blain – Passes



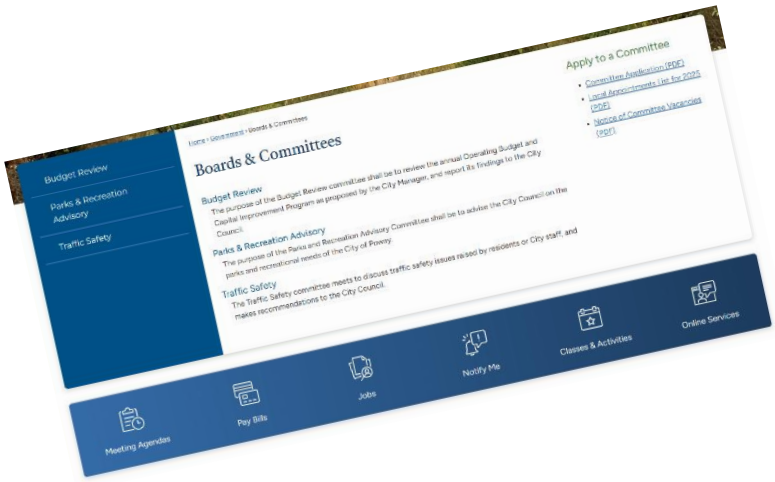
Councilmember Blain was unanimously censured (4-0) for multiple ethical violations, including backroom vote trading, extortion, and attempts to use law enforcement to silence residents critical of his leadership. This was the first censure motion in Poway's nearly 45 years of existence. Councilman Blain declined to attend the meeting to defend or explain himself, marking a grim moment in Poway's legislative history.

As a result, he has been stripped of all external committee assignments, as a censured member cannot represent the city on regional agencies like SANDAG (planning), MTS (transit), Metro Wastewater (sewer rates), RSWA (trash rates), PUSD (coordination), and the Gooden Ranch/San Diego River Park JPA (trails).

Following the censure motion I authored, I've heard Blain is now collecting signatures for a recall campaign against me—so he may be knocking on your door.

Looking Ahead

Budget Review/Parks and Recreations Advisory Committee Applications – Closed



The applications are in, and once again, Poway has shown that it is home to many passionate and qualified individuals eager to give back to the community. The new members for the BRC and PRAC will be selected and announced on March 18th. As part of this process, City Council members may reach out to some applicants for further discussion.

A sincere thank you to everyone who applied! Your willingness to volunteer for these important roles is a testament to the strong community spirit that makes Poway such a great place to live.

Intracorp – Part Deux



As speculated in the December 2024 newsletter, Intracorp has modified its application to develop two mostly vacant lots east of the Salvation Army along Poway Road. These lots fall within the Poway Road Specific Plan (PRSP) area, and the new proposal will likely be for a mixed-use development.

For context, the PRSP is a long-term planning document created over approximately ten years by a collaboration of residents and city staff. Its goal is to revitalize the Poway Road Corridor by guiding development in a way that balances growth with community needs. As part of this plan, the total number of housing units allowed in the area was reduced by about 800 in exchange for allowing higher-density development in certain locations. One of the key objectives of the PRSP was to provide property owners with a local development pathway alternative to state-mandated high-density housing laws.

An earlier version of Intracorp's plan was rejected by the City Council because it did not meet PRSP guidelines. The setbacks from Poway Road were too close, the proposed commercial space was too small, and the overall design was not pedestrian-friendly. My hope is that this new submission will better align with the PRSP's vision by addressing these issues.

The image to the right shows the old plan, but the details of the revised proposal are not yet known. Since a pre-development conference was already held in November, it is expected that this project will soon move forward through a formal development review process, at which point the City Council will vote on whether to approve it.

Retrospective

This section of the newsletter is dedicated to a more detailed analysis of prior projects and/or decisions, and will hopefully add some clarity and accuracy to your understanding of why some things happen in Poway on the legislative side of the local government.

The Holly Oak Project



This has been a difficult project that is located just east of Living Way Church on Twin Peaks. This project was approved in 2020—two years before I was elected—it spans 4.6 acres and is about 60% complete. Once finished, it will include 20 high-end homes, one of which will be an income-restricted rental. Under Poway's standard development guidelines, this site would typically allow for 15 market-rate homes. However, State Density Bonus laws permitted an additional four homes in exchange for building a single income-restricted unit.

At the start, the developer (Cornerstone Communities) approached the city through their lawyer with a letter informing the city that the developer would be using the Sacramento density bonus laws to get around Poway's local development codes. Their first impression with that City Council was less than positive. For reasons I have yet to fathom, this developer has been unable to quickly complete this flat land project, having seemingly run into numerous code compliance hurdles, and this project has dragged on longer than I expected.

As part of their construction agreement, and to reduce the impact on the residents on Holly Oak Way, construction traffic is restricted to only accessing the site from Twin Peaks. This access restriction has been violated on occasion and the city has informed the developer that a stop work order would be issued if the violations continue.

This process has been particularly difficult for residents on Holly Oak and Kent Hill Way. I have worked closely with them to preserve certain old-growth trees and to ensure the developer upholds prior commitments regarding the project's design and execution.

I think it important for developers to proactively, productively, and meaningfully engage with residents, especially those who surround the project, before and during the construction of the project. The challenges surrounding the Holly Oak project highlight the importance of better communication and accountability in future developments.

Your Feedback Matters

I want to hear from you about what interests you most for future newsletters.
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