
Community Feedback

— Black Mountain Ranch Southern Site —
Poway Unified School District

Community Outreach Efforts

PUSD hosted Two Community Input Sessions:

March 1, 2021 Session #1 -

- Staff provided a brief overview of District budget, asset data, and goals related to disposing of the asset
- During the meeting, attendees were able to submit their ideas via Google forms
- A follow up Google survey was sent to participants that allowed them to rank the ideas submitted, including their top choices and those worth considering

March 18, 2021 Session #2 -

- Staff shared with attendees that Costco and PUSD had discontinued negotiations
- Staff presented a list of the top ranked ideas from the Google survey and a few within the “worth considering” category
- Staff presented the Pros and Cons of each idea and requested additional Pros and Cons from participants throughout the presentation

Review of Top Ranked Choices

- 1 School or educational facility - public or private
- 2 ~~No Costco, no Big Box~~
- 3 Reopen RFP
- 4 Outdoor facility (Park, Youth Sports)
- 5 Community & Recreation Center
- 6 Single-family residential - consistent with surrounding area
- 7 Lease for seasonal use (such as fairs, pumpkin patch, balloon landings, tree farms)
- 8 Museum or Cultural Center
- 9 ~~Continue negotiations with Costco~~
- 10 Mixed Use - retail village, housing + commercial

No. 1 - PUSD School or Educational Facility

Pros

- Within site's current planned use
- Could meet additional needs of District students, i.e. Career Technical Education Center
- Address needs identified in District's Long-Range Facilities Master Plan

Additional Community Input:

- Community support
- Consistent with master plan
- No Prop A
- No zone change required

Cons

- Lack of need for new middle school
- Lack of funding to operate
- Lack of funding to construct, would require a General Obligation Bond and/or Parcel Tax
- No revenue generation

Additional Community Input:

- Waste of money, school not needed
- Does not help PUSD's budget

No. 1 - Private School or Educational Facility

Pros

- Within site's current planned use
- May offer sports fields for surrounding areas
- Generate revenue

Additional Community Input:

- Community support
- No Prop A
- Cambridge existing offer above base appraised value
- Existing bid less risky
- Increases educational choices for the community
- Supports all grade levels
- Would not compete with PUSD
- Future use of facility for PUSD if leased
- Matches master plan

Cons

- One-time revenue, unless structured as an exchange or lease
- Less revenue overall, compared to other types of development (single-family detached, mixed use, big box)
- Competes for students and potential funding loss for PUSD

Additional Community Input:

- No Cons Submitted

No. 3 - Reopen RFP

Pros

- Streamline request with a more refined project scope
- If there are additional interested parties, it would allow them to submit a proposal
- Addresses Community feedback

Additional Community Input:

- Addition of community input
- Ability to specifically define PUSD/Community wants/needs for site

Cons

- Prop A requirement
- First Right of Refusal has potential to push interested purchasing parties away
- Without knowing what the community will specifically support, reissuing an RFP may end up with the same results
- Inability to leverage asset for longer period of time

Additional Community Input:

- Wastes more time, end up back where started
- Possible PUSD sells to highest bidder

No. 4 - Outdoor Facility (Park, Youth Sports)

Pros

- More community access for youth sports
- More community access for outside activities

Additional Community Input:

- Community support
- Expands PUSD outdoor facilities
- Revenue generation if structured correctly (such as fees for use)

Cons

- Prop A may apply to some uses
- One-time revenue, unless structured as an exchange or lease
- Less revenue overall, compared to other types of development (single-family detached, mixed use, big box)
- Unknown developer, lack of interest?

Additional Community Input:

- Field lights disrupt “dark sky” area
- Already sports fields nearby in Black Mountain

No. 5 - Community & Recreation Center

Pros

- Community access and availability to space

Additional Community Input:

- Community support
- Possible combination/mixed use
- Retain for future use

Cons

- Prop A likely applies to all such uses
- One-time revenue, unless structured as an exchange or lease
- Less revenue overall, compared to other types of development (single-family detached, mixed use, big box)
- Unknown developer, lack of interest?
- Large property size discourages such use
- Specific to one community which doesn't benefit the District as a whole

Additional Community Input:

- No Cons Submitted

No. 6 - Single-Family Residential

Pros

- Larger overall financial return to District
- Additional housing for the City
- Potential increase in student enrollment
- Consistent with surrounding area

Community Input:

- Generate additional revenue for PUSD
- Inline with neighborhood

Cons

- Prop A requirement
- One-time revenue, unless structured as an exchange or lease
- Large development could face similar community concerns

Additional Community Input:

- Increase demand on schools
- Enough housing in area
- Traffic
- Prop A
- Counterproductive related to school need and overcrowding of current schools

No. 7 - Lease for Seasonal Use

(such as fairs, pumpkin patch, balloon landings, tree farms)

Pros

- Ongoing revenue stream
- District retains Ownership

Additional Community Input:

- Flexibility in use

Cons

- Prop A likely applies to all such uses
- Minimal financial return
- Less revenue overall, compared to other types of development (single-family detached, mixed use, big box)
- Safety/Liability concerns
- Inconsistent with current zoning
- Maintenance costs
- Large property size discourages such use

Additional Community Input:

- Low usage/low revenue
- Parking issues in neighborhoods
- Not viable

No. 8 - Museum or Cultural Center

Pros

- Community Enrichment
- Potential Educational Opportunities/Partnerships to benefit PUSD students

Additional Community Input:

- Resource to community
- Possible education component for community
- Possible Foundation sponsorship to support PUSD

Cons

- Prop A likely applies to all such uses
- One-time revenue, unless structured as an exchange or lease
- Less revenue overall, compared to other types of development (single-family detached, mixed use, big box)
- Unknown partner, lack of interest?
- Large property size discourages such use

Additional Community Input:

No Cons Submitted

No. 10 - Mixed Use - Retail Village, Housing + Commercial

Pros

- Possible ongoing revenue stream if lease considered
- Flexibility with respect to development
- Could incorporate many of the Top Ranked ideas from the Community (assisted living, open space, etc.)
- Increased community amenities for residents

Additional Community Input:

- Diverse revenue streams

Cons

- Prop A requirement
- One-time revenue, unless structured as an exchange or lease
- Large development could face similar community concerns

Additional Community Input:

- Inconsistent with community
- Traffic/noise
- Enough retail in area and new retail planned south of State Route 56
- Light pollution