

# RIO DEL MAR Improvement Association ([www.rdmia.org](http://www.rdmia.org)) Spring 2017



## RDMIA Semi-Annual Spring Meeting: Wed. 6:30 pm April 19

Roads, floods, and tax dollars... It's all there.

Our Spring 2017 meeting on April 19th will have two speakers from Santa Cruz County. The first, Colt Essenwein, Assistant Director of Public Works, will address the recent storm damage to our roads and the continuing flooding in the Rio Flats area of Rio Del Mar. Due to the heavy rains this winter the flooding has occurred more times this year. The County is currently designing a project to install a pump station near Rio Del Mar Blvd and the Esplanade to pump water from the storm system out directly to the ocean rather the gravity draining into Aptos Creek which sometimes backs up and floods the streets.

Our second speaker, Regional Transportation Commission's Karena Pushnik, will address how your sales tax dollars from Measure D will be used in the near future regarding repairing roads in Santa Cruz County (not related to the rains), Highway 1 auxilliary lane addtion (note, this is not the same as Hwy 1 widening), potential future commuter rail, the trail with or without rail project (dependent on future studies), and Metro/Lift Line bus funding. Come and ask questions.

**Please Come! Coffee and cookies will be the added enticements.**  
**and REMEMBER TO RENEW YOUR MEMBERSHIP NOW FOR THIS YEAR**  
(use form on mailer side)

## We're Looking for a New Board Member! That Could be You

Here's your chance to really become part of the Rio del Mar community and help improve it at the same time. We meet on the first Wednesday of the month at the Aptos/La Selva Fire



Board  
of Directors

station on Soquel near Cabrillo at 6:30 pm. There we discuss what and how we can make Rio del Mar a better place. We've accomplished many things including the roundabout at the flats, the entrance sign on RDM Blvd. coming from the freeway, and beautifying traffic islands to name a few. Come to our board meeting or send us an e-mail to: [drothenbush@att.net](mailto:drothenbush@att.net)

Got an issue? Our board meetings are always open to all in the community.

## Save Our Shores

**Saturday, April 22 (Earth Day)**

**10 am - 12 noon: Hidden Beach**



The Rio Del Mar Improvement Association along with Save Our Shores sponsors several beach clean ups annually at Hidden Beach in Aptos. We welcome you to participate with your neighbors at these events! All are welcome.

Saturday, April 22 (Earth Day) 10am - noon.

We will meet at the picnic tables at Hidden Beach Park. Pick up supplies and sign a waiver and head to the beach for a much needed clean up. Children welcome. School children may earn community service hours by bringing a form to be signed when they check in.

On July 5, a BIG clean up will occur again at Hidden Beach from 9-11 a.m. Again, meet at the picnic tables to sign in/sign waiver and head to the beach for an "after the Fourth" event.

Thank you for helping to keep our beaches clean, neighborhood friendly, and saving wildlife!!! We look forward to seeing you there!

Questions? Please contact [fayjoe1@yahoo.com](mailto:fayjoe1@yahoo.com)



## **Community Updates**

### **from County Supervisor Zach Friend**

#### **Storm Damage**

The County recently topped \$85 million in storm damage to public roads and infrastructure just in the unincorporated area. This number is expected to increase as there are still some sites that have reported damage but full engineering and cost estimates haven't been completed yet. While the

Governor recently approved the declaration of another disaster associated with storms in late January and February, which frees up state and potentially federal funding for repair, the County is still preparing for the possibility of significant local cost-shares for these emergency needs.

The County is looking at ways to fund this local match and recently I was in Sacramento discussing this, and other transportation funding needs, with our legislative delegation, the Governor's Office, Caltrans and the California Transportation Commission. There is unified agreement that state funding help is necessary to help bridge the gap both in emergency repair needs and general deferred maintenance.

#### **Pothole Repairs**

In addition to the significant damage sustained on roads such as Valencia there are no areas of the district that have escaped pothole issues. In fact, on one single day a few weeks ago we received 200 pothole patch requests! Using information we've received through the County's free Citizen Connect mobile app, the Public Works online reporting form as well as calls to our office and Public Works dispatch a triaging of locations was done. Major pothole repair work (which included digging out and replacing sections of road) has been completed on Freedom Blvd, Seacliff Drive, Beach Drive, San Andreas and more.

I know there are many roads that still need repair that are part of this \$85+ million in damage. The County recognizes that once we officially get out of the storm season we will be beginning a long rebuilding phase. I am committed to continue to work with our state and federal partners to, wherever possible, expedite funding and regulatory approvals for repairs throughout the county.

(continued...)

## Community Updates (cont. from Zach Friend)

### Rancho Del Mar Meeting



A community meeting was held to see renderings of the proposed remodel of the Rancho Del Mar shopping center and hear information about overall plans. TRC (formerly Terramar), owner of the center, was represented by its Vice President, the architect for the project, leasing agents, and property managers. They provided renderings for the remodel, which they described as modernizing the center but keeping the “rural theme” and “Aptos sense of place.”



The remodel will not include any overall change to square footage and focuses on these elements: ADA improvements (including lifts and ramps), new landscaping, major lighting improvements, a focus on the “pedestrian experience” to make it more walkable, the creation of outdoor dining experiences, and significant changes to signage, sidings, roof pitches and paint elements. There will be no changes to the entrances or exits nor will there be any parking changes - and for those remembering the proposal from Safeway a few years ago, there will be no new large stores or second stories. A lot of this parallels feedback provided by the community at last year’s meeting.

TRC noted it recently submitted the proposal to County Planning staff and is beginning the design review process that could take an estimated four months before it can apply for building permits. Once permits are approved, the estimated 12 month construction can begin in early fall and will be done in phases to preserve parking and minimize impacts on business and customers during construction. Their architect noted discovery of many deferred maintenance issues including dry rot, termites, and leaks will be addressed, bringing a current remodel cost estimate of \$15 million.

Questions were raised about bringing back the movie theater, circulation and parking problems - especially associated with the Safeway gas station, whether there will be electric vehicle charging stations (they are evaluating this), and the general tenant mix envisioned.

While TRC didn’t get into specific lease negotiations they noted that it wants to keep all of the businesses there if possible and have heard the desire to have some new restaurants at the center. Questions about the center: contact Bruce Walton of TRC: [bwalton@terramarccenters.com](mailto:bwalton@terramarccenters.com)  
Questions about the meeting or storm damage, please feel free to call me (Zach) at 454-2200.



# Thank You Pat Kelley!



After five very productive years on the Board of the Rio Del Mar Improvement Association, Pat Kelley has “retired” from the Board. Among his many accomplishments (just to name a few of the many things he’s done) are:

- 1) New signage for the ARCO Area (at the time un-planted)
- 2) Design and planting of the "ARCO Planter"
- 3) On-going maintenance of the above
- 4) Planting and on-going maintenance of Sumner and Treasure Island planters
- 5) Moosehead and Beach Drive wall painting project
- 6) Design and planting of Esplanade Palm Project... including Memorial Bench install
- 7) Design of Roundabout plantings and install as well as two other median Island plantings
- 8) Relocation of the Whaley Sculpture
- 9) Involvement in two 4th of July Parades for RDMIA
- 10) Graffiti paint out projects
- 11) Chamber Person of the Year

I think that tops things off.

We hear that Pat and his business are busier than ever. Check it out:

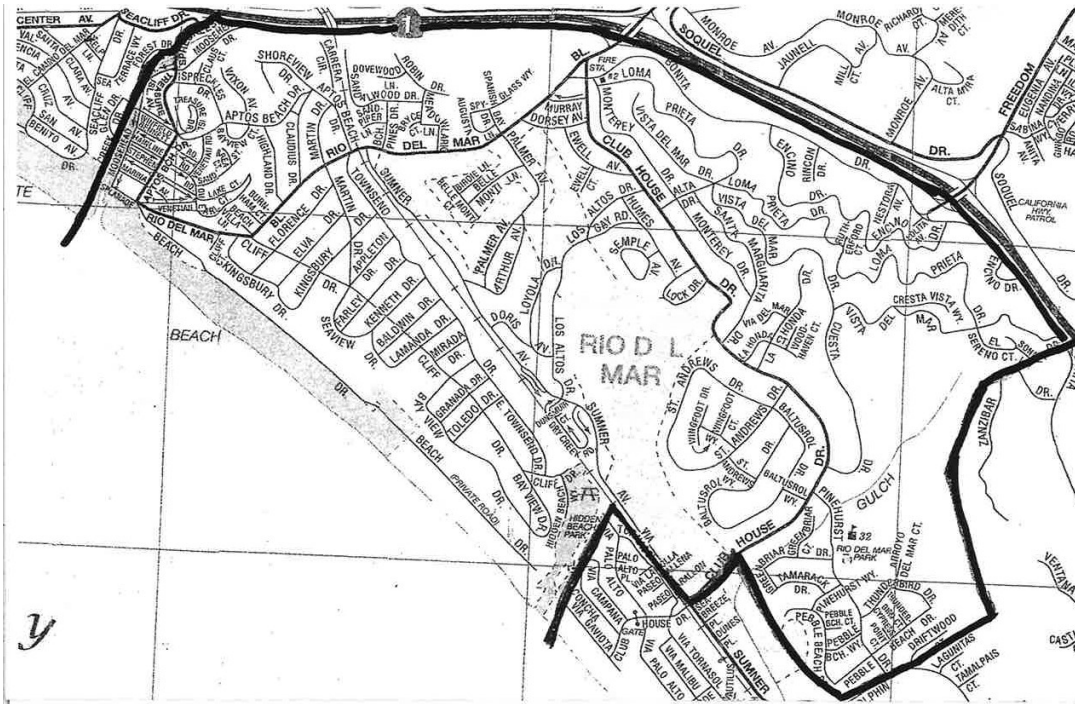
Kelley and Associates- Interior Plant Services- throughout the Bay Area

Now that Pat has a few open moments of time, Pat will be singing and playing guitar in a band over this summer. Between gigs he’s working on writing and publishing a book on a large historical collection

Thanks Pat Kelley!!!! (Remember, we know where you live, so behave!)

# Find Yourself On The Rio Del Mar Map

“Rio del Mar” (River of the Sea) was coined as a rhythmic, catchy place-name in the late 1920’s to sell residential real estate. Historically as a name, it has no significance. There is no body of water by that name in Santa Cruz County. But there is a large creek, Aptos Creek, that goes through Rio del Mar and empties into the Monterey Bay at Rio del Mar. Aptos Creek is the “Rio” in Rio del Mar. Rio del Mar covers a total of 4.61 square miles of which 3.00 sq.mi. is land and 1.61 sq.mi. is water. The 2010 United State Census reported that Rio del Mar had a population of 9,216. There were 3,916 households, out of which 1,050 (26.8%) had children under the age of 18 living in them.



We are proud of our schools, especially Rio del Mar Elementary, love Hidden Beach (shhhh... it’s hidden!), the deli and cafe at the esplanade, golfing (of course on the course...), Seascape to the south, the hills, the tennis club hidden way back there, and even the train tracks for (don’t tell anyone) walking on. And where would we be without Deer Creek Shopping center. And our very own fire station. Join the RDMIA and make it all better than it already is.

Have a Concern?	Contact	Contact Information
Noise	Santa Cruz County Sheriff	24 hour non-emergency: 471-1121
Abandoned Vehicle Please provide: <ul style="list-style-type: none"> <li>• Location and Color</li> <li>• Make and model</li> <li>• License plate number</li> <li>• How long it has been since it was last moved, if known</li> </ul>	Santa Cruz County Sheriff	<a href="http://www.scssheriff.com/Home/AbandonedVehicles.aspx">http://www.scssheriff.com/Home/AbandonedVehicles.aspx</a> 454-3139
<ul style="list-style-type: none"> <li>• Car Blocking the street</li> <li>• Parking in a no-parking zone</li> <li>• Non-injury accidents</li> </ul>	California Highway Patrol	796-2160
Animal Control/Barking	Santa Cruz Animal Shelter	<a href="http://www.scanimalshelter.org/complaint_process">http://www.scanimalshelter.org/complaint_process</a>
Code Compliance	Santa Cruz County Planning Department	<a href="http://www.sccoplanning.com/PlanningHome/CodeCompliance.aspx">http://www.sccoplanning.com/PlanningHome/CodeCompliance.aspx</a>
Graffiti Removal	Graffiti Hotline	(800) 526-1185



To report some of the above and other neighborhood concerns, use the Citizen Connect App: <https://sccappstore.co.santa-cruz.ca.us/>

#### Rio Del Mar Community Contacts

Santa Cruz County Offices	2nd District Supervisor, Zach Friend	454-2200
Aptos/LaSelva Fire District	Fire Chief, Jon Jones	685-6690
Sheriff's Sub-Station Rancho Del Mar Center	Sergeant Patrick Dimick	662-0690
Seacliff State Beach	Park Office	685-6442 or 685-6500
Aptos Chamber of Commerce	Executive Directors: John and Karen Hibble	688-1467

# RDMIA Members Keep Active

What have we been doing lately? We've been asked that so many times. Here an update on our recent activity:

Three RDMIA board members participated in the Community Enhancement meeting on March 23, 2017. Dan Rothenbush, Will Sutter and Melanie Shaffer Freitas attended the meeting, which was organized by the Aptos Chamber of Commerce. Other participants included representatives from the Seacliff neighborhood, local business owners, and Patrick Mulhearn from Supervisor Zach Friend's office. The meeting provided an opportunity to discuss issues of mutual interest to the community. Some of the items discussed included updates on traffic mitigation measures that are planned as construction begins on the Aptos Village project and the renovation of the Rancho del Mar shopping center. Patrick also updated the group on the storm drain improvements planned for the Rio del Mar esplanade. The Community Enhancement meetings are one example of how RDMIA board members monitor and pursue items of interest to the Rio del Mar neighborhood.

RDMIA board members also organized a "clean up and weeding" of the Esplanade area earlier in the month. Several neighborhood residents joined board members in clearing weeds and removing trash. The RDMIA Board also coordinates the periodic weeding of the traffic islands by the Deer Park Shopping Center. Further, in coordination with Save Our Shores, the RDMIA Board schedules regular clean up dates for Hidden Beach. All of these are examples of the various ways that RDMIA board members promote and encourage beautification and improvement of the Rio del Mar neighborhood.

We are always interested in hearing from residents and/or property owners who would like to be more involved in the Rio del Mar community. At this time, we are especially seeking people who would be interested in joining our Board of Directors. Please contact Dan Rothenbush at [drothenbush@att.net](mailto:drothenbush@att.net) if you would like to discuss this position further. As the above examples illustrate, being a RDMIA board member provides a spectrum of different opportunities to improve and enhance our wonderful beach community.



# Check Out Our “Almost Finished” Website: RDMIA.org



**...and we're looking for some help on it. Any volunteers?**

You may have notice drastic (I hope improved) changes to our website, [rdmia.org](http://rdmia.org) recently. This was needed because our website had gotten completely outdated and needed some new pizzaz. I was looking for a way to make it important, not only to our members, but to everyone in or around Rio del Mar.

I added an Activity page where people can find what and where to go for fun stuff to do such as playgrounds, dog parks, beaches, and hiking. I added a Local Food and Shops page so people can find good eats, beer, and shops (not all in Rio del Mar). And then there is the Safety/Weather page where you can find TRAFFIC (really important lately) links, local weather forecast, and the tide charts for planning your beach walks. Oh... there's the safety stuff too such as urgent care, hospitals, fire, sheriff. Overall, I'm trying to make it a fun and useful place to go. I'm also hoping our links will sign on support from our local shops and businesses once we're up fully.

At this point the website is not yet finished. This little hamster (me) is running as fast as he can and I keep running out of time to get things done. I will continue to work to improve it. But I'm hoping someone else can help. For example, it's not quite right for all the different web browsers, displays, etc. And it definitely needs to have a smart-phone version. It's a lot for one person. So, I'm open for help. If you're interested, contact [secretary@rdmia.org](mailto:secretary@rdmia.org) or [carey\\_pico@yahoo.com](mailto:carey_pico@yahoo.com)

## Finally, Who Are We?

Our Board is comprised of:

President Dan Rothenbush

Vice President: vacant

Treasurer: Will Sutter

Secretary: Carey Pico

Directors:

Jerry Cannella

Melanie Freitas

Fay Levinson

Newsletter Editor: Carey Pico

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# RIO DEL MAR

IMPROVEMENT ASSOCIATION

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Remember:  
Meeting at Rio Sands  
Wed. April 19th 6:30 pm!  
(see front page for details)

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Rio del Mar Address: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_

Telephone Number: (\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

Please include your check and mail to:

Rio del Mar Improvement Association, P.O. Box 274, Rio del Mar, CA 95001