

# St. Rose Neighborhood Assoc.

## *Spring 2009 Newsletter*

### Mendocino Avenue Corridor Plan



After much effort on the part of the neighborhoods surrounding the Santa Rosa Junior College, the City is moving forward on the Mendocino Avenue Corridor Plan. The main objective of this plan is to make the area along Mendocino Avenue (between College Avenue and Steele Lane) function better and to be more attractive to residents, students, and businesses. The plan seeks to enhance all modes of travel (walking, bicycling, transit and automobile) with:

- Wider sidewalks that allow for trees, street furnishings and outdoor dining opportunities.
- Vintage style street lights.
- Crosswalks and sidewalk bulbouts on side streets where they intersect with Mendocino Avenue to enhance walkability and improve safety.
- Setbacks to allow for plaza style sidewalks.

- Landscaped medians.
- New signals at McConnell and Benton Streets.
- Continuous 5 foot bicycle lanes.
- Relocation of bus stops and shelters to enhance transit.

### Excerpts From the Past

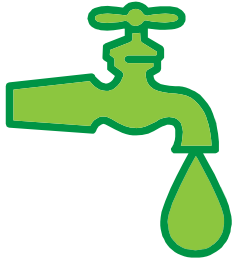
“The following rates of toll were fixed by the Board for Travel over the Healdsburg and Geyser Spring toll road: For single horses and buggy, 75 cents; two horses and buggy, \$1; four horses and wagon, \$15.50; six horses and wagon, \$2 saddle horse or mule, 25 cents; loose horses, mules, or cattle, each 10 cents; footmen, 10 cents; sheep hogs or goats, each five cents.”

*Sonoma Democrat, May 1873*

(And you thought \$6 to cross the Golden Gate Bridge was expensive!)



Calistoga and Geyser stage, circa 1905.



## Water Wise

With another low rainfall year, we are fortunate that we have a number of Department of Water Conservation tips, programs, rebates, and incentives available: [www.srcity.org/watershortage](http://www.srcity.org/watershortage)

### Rebates and Offers

1. **Reduce irrigation by 20%** through the use of **Turf-Time**. This website provides weekly suggested watering schedules. Irrigation schedule recommendations are based on data from weather stations located in Santa Rosa. Click on the **TURF-TIME** link at: [www.ci.santa-rosa.ca.us/departments/utilities/conserve](http://www.ci.santa-rosa.ca.us/departments/utilities/conserve). This information is also available via a recorded message at (707) 543-3466.

2. **"Green Exchange" Rebate Program**  
Rebates are offered for lawn removal or installation of water-conserving irrigation hardware. For eligibility and program details please call the **Water Conservation Hotline (707) 543-3985**.

3. **Washing Machine Rebates**. Rebates for the purchase of a qualifying water-conserving washing machines run from \$125-\$200.

4. **Rebates to Replace Toilets**  
Customers that replace high-flow toilets (flush volume of 3.5 gallons or greater) with high-efficiency toilets (flush volume of 1.28 gallons or less) may receive a rebate up to \$150. For eligibility and program details please call the **Water Conservation Hotline (707) 543-3985**.

5. **Rain Barrel Rebates**. Save money and conserve water by capturing and using rainwater in your landscape.

**Rebate: \$0.25 per gallon of storage**

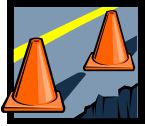
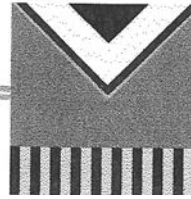
- *Rebate is limited to the estimated peak month gallons of water use for your site*
- *Rebate cannot exceed the cost of materials.*
- *Labor is not included in rebate amount.*

To participate, call the **Water Conservation Hotline at (707) 543-3985 to schedule your required free pre-inspection. For more info**<http://www.rainbarrelguide.com/>

6. **Water Conservation Lawn Signs** To help recognize customers that are reducing their water use by changing their lawns to low water use alternatives or that are choosing to not irrigate their lawns this summer we have free **"Doing Our Part" lawn** signs (12"x18"). If you would like one to be installed at your location (front yard only) email the [conservation program](#) with your name, address and phone number.

### TIPS

- Irrigate between midnight and 6:00 a.m. to reduce water loss from evaporation and wind.
- Use a broom, not a hose, to clean driveways, decks, or patios.
- Use a bucket and a hose with an automatic shut-off nozzle when washing the car or take your car to a carwash that recycles water.
- Run the dishwasher and clothes washer with full loads only.
- Install faucet aerators and water-saving shower heads.



## 2009 B Street Project

With the City of Santa Rosa's plans to close Courthouse Square (terminating Mendocino and Santa Rosa Avenues at the Square) the following changes will be made to B Street: The entire B Street-Healdsburg Avenue corridor will be reconfigured to create 2 continuous south bound lanes. The portion of the project adjacent to our neighborhood will result in parking prohibitions on both sides of B Street and Healdsburg Avenue between Seventh Street and Lincoln Street, with two exceptions; the diagonal parking at the Moore Building and the loading zone at Conklin Brothers will remain. B Street and Healdsburg Avenue will be restriped with two southbound travel lanes, one northbound travel lane and a southbound class II bike lane. In addition, Tenth Street between Healdsburg Avenue and Mendocino Avenue will be converted to a one-way eastbound street with a new traffic signal at the intersection of Tenth Street and Mendocino Avenue. This project is scheduled to go out to bid in May.



## Neighborhood Watch Program

The St. Rose district now has an active Watch Program. A "watch" is a crime prevention program, which enlists the active participation of citizens in partnership with the police department to reduce crime in their communities. These programs are proven deterrents to all forms of illegal activities. For more information go to <http://ci.santa-rosa.ca.us> and enter "Neighborhood Watch" in the Search field.

To participate in our neighborhood's program, contact:

**Jennifer Adams at: 570-0901 & [adams8942@sbcglobal.net](mailto:adams8942@sbcglobal.net).**

## Street Cleaning Schedule

The City street sweeper comes through our neighborhood the 3<sup>rd</sup> Friday of every month. Please remember to park your cars off the street the night prior.



**PHONE NUMBERS OF NOTE:**

- **Police:** to report abandoned cars and suspicious or illegal activity: **528-5222**
- **Graffiti Hotline:** **543-3499**
- **Homeless Service Center:** **525-0226**
- **Low Cost Pet Spay/Neuter:** **579-SPAY**
- **Pot Hole Hotline:** **543-3871**

**Street Sweeper's Schedule**

*Third Friday of every month. Be sure to park off the street the night before.*

*If you would like to be on our newsletter mailing list and received regular e-mail updates, please contact us at [faire@sonic.net](mailto:faire@sonic.net) or 544-5713.*



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