

Snap Shots

Redevelopment Newsletter • May 2008



Mark Your Calendar

May 7 6:00pm
Downtown Roseville Merchants
A Dash of Panache
217 Vernon St.

May 12 7:00pm
Roseville Revitalization
Committee Meeting
Civic Center
311 Vernon St.

May 14 8:00am
Chamber Revitalization
Committee Meeting
Roseville Chamber
650 Douglas Blvd.

Your Team



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Downtown Specific Plan Pre-Designs are Here!

To expedite development and provide direction for the type of building that is envisioned for Downtown, "Pre-Design" plans have been incorporated into the Downtown Specific Plan.



A primary goal of the Specific Plan is to encourage new development in Downtown Roseville. The need for a more streamlined development process has been identified as a method of encouraging the desired type and character of development and improvements. The Specific Plan identifies six catalyst sites as the most feasible development sites, given current market conditions and the Plan's proposed land use and policy changes. The selection of these sites furthers major objectives associated with ensuring future success and redevelopment within the plan area such as:

- Creating a higher intensity development pattern;
- Guiding the revitalization of Downtown within a mix of uses including retail, office, entertainment and residential;

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HOT Time in Old Town

Join the party in Historic Old Town

Friday, May 23

5:30-8:30 pm

Lincoln & Main Streets

hot food ♦ live music

cold drinks at the Firehouse Saloon
♦ headline band "Ant Bee" ♦

Come celebrate the completion of the Historic Old Town (HOT) streetscape project and kick-off a new era for Roseville's hot new destination! This recently renovated district, in the heart of Roseville, is ushering in new restaurants, nightclubs and retailers. So come check it out and celebrate with entertainment, hot food, and cold drinks at the Firehouse Saloon. Proceeds from the Saloon benefit the Roseville Firefighters Association.

Water Tower Rising

The community workshops that were held to help define the elements and direction of the Historic District Streetscape identified a series of goals for the project. One of the goals was to make the Historic District more noticeable. To taht end the project has installed a series of monuments and decorative signs to identify the District. On April 21, the final element that beckons people

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At Your Service

Each day, as we drive around the city, our roads take us over an enormous expanse of underground utilities including water, sewer and gas lines. We typically don't think about these systems until something goes wrong and we are inconvenienced. That's when the City's water service crew jumps into action. Working long, grueling, stress-filled hours, this dedicated team works to find quick solutions to problems. The team was recently instrumental with the successful completion of the Historic Old Town Streetscape project. Without their outstanding work effort, the project would have faced a longer schedule, and longer downtimes of service for the residents and businesses in the District. This is just another example of another great city team that is "At Your Service".

Members of the water crew are: Marlyn Rinta, Dave Williams, Mike Barton, Chris Williams, Joel Cabezuela, Nelson Santos, Jacob Smith, John Padlock, Albert Gomes and Ruben Hernandez



I.D.E.A. Program

In 2007, based on feedback from the development community, city staff formed a focus group to review the development process in Downtown Roseville. The Process Improvement Focus Group, which included members of the development community, professional services (architects, etc.), property/business owners, and city staff, participated in a series of interactive workshops designed to identify development issues and recommend effective responses.

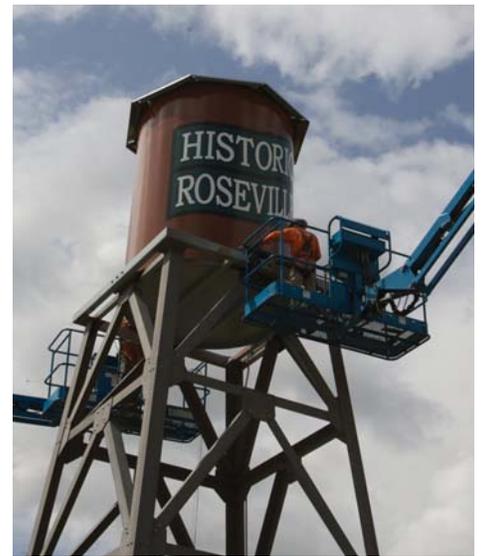
The result was a list that established short-term, mid-term, long-term, and ongoing actions in response to the challenges associated with infill development. These recommended actions have served as the guide for all follow up activities.



To date, all of the short-term goals have been accomplished. These include:

- Establishment of single points of contact;
- Definition of the applicable project area;
- Clear identification of development projects in Downtown Roseville;
- Flexible project meeting structures for increased access to information/feedback;
- Completion of the infrastructure upgrades in Historic Old Town;

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Water Tower Continued...

to Historic Old Town was erected, the Historic District Water Tower. The tower is lit at night and visible from many vantage points throughout the Downtown. It will act as a great landmark for people and brings a great deal of "old-town" charm to the District. Be sure to look for this exciting addition to the District the next time you are in the area.

Recording Studio Open

In April, One Eleven Recording Studio opened in Historic Old Town. One Eleven is a full service audio recording facility located at 127 Church St. Kevin Prince, owner, also offers drum lessons in a professional studio environment.

If interested in recording or taking drum lessons, call Kevin at (916) 622-3895 or visit the web site at: www.oneelevenrecording.com Stop by and welcome this new business to Roseville's entertainment district!



I.D.E.A. Continued...

Currently, Community Development and Redevelopment staff members have been working together on the mid-term action items. The focus has been on defining the development staff associated with Downtown and/or infill projects and involving them in a thorough review of codes, standards, and alternative solutions. The ultimate goal is the creation of a Downtown Codes and Standards book that removes many of the obstacles inherent to infill development.

IDEA's in Action

The Historic Old Town Infrastructure Improvement project required a significant amount of flexibility from everyone involved. Current standards and expectations don't always match up very well with facilities built over a century ago. For example, backflow preventers are typically required to be placed above ground, in front of the business. However, in the Historic District this was not always feasible. Subsequently Environmental Utilities created a new solution and allowed backflow preventers to be placed in the sidewalk or grouped together in a common area.



Designs Continued...

- Streamlining the development process; and
- Reinforcing the identity of the Downtown through design.

A development project pre-design eliminates the need for a developer to go through the City's design review permit process, as the design has already been evaluated during

"streamlining the development process"

the Specific Plan process. The benefits to this approach include:

- Completed preliminary project review by the City;
- No Design Review Permit required;
- Environmental review is completed;
- Assurance of quality projects; and,
- Savings of developer's time and money!

An example of how the Civic Core may develop is available on-line at: www.roseville.ca.us/redevelopment



Downtown Tuesday Nights

May 6 - July 29: The Downtown comes alive on Tuesday evenings, this summer, as Downtown Tuesday Nights will return for another year. Annually, Vernon Street is filled with classic cars, food, a farmers market, vendors, live entertainment, and a beer and wine garden. Mark your calendar for Tuesday nights, and join the thousands who attend these events each year.

Magic Circle Theater presents:



One woman's fears of aging sets off a rollicking musical filled with spirit, attitude and fun!

Playing through May 17 at the Roseville Theatre, 241 Vernon St.
Fridays and Saturdays at 8:00 pm
Sundays at 2:00 pm
(916)782-1777 or www.mcircle.org
Ask about pre-show Dinners and Brunches!

City Council Approved Creation of a "Downtown Business Attraction Team."

On April 16, the Council approved the formation of a Downtown Business Attraction Team as a joint effort between the Economic Development Advisory Committee and the Roseville Revitalization Committee. The team will begin their work this summer. Stay tuned to next month's Snap Shots for more information!



Snap Shots

provided by
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