

Snap Shots

Redevelopment Newsletter • June 2008

Mark Your Calendar

July 9 6:00 pm Downtown Merchants A Dash of Panache 241 Vernon St.

> City Offices Closed July 4

July 9 8:00 am Chamber Revitalization Committee Meeting 238 Vernon St.

Special event dates on pages 2 & 3



Kevin Payne 774-5256 kpayne@roseville.ca.us

Jan Shellito 774-5447 jshellito@roseville.ca.us

Bill Aiken 774-5271 baiken@roseville.ca.us

Mark Wolinski 774-5179 mwolinski@roseville.ca.us

Join the Revitalization

Applications are now being accepted for four openings on the Roseville Revitalization Committee (RRC) including representatives for Riverside Avenue and Historic Old Town and two Members at Large. The application deadline is 5:00pm, July 25 for an August 20 City Council appointment. Interested Roseville residents or business owners, 18 years or older, who have special expertise or background that would help in sustaining a viable downtown, may obtain an application from the City Clerk at 311 Vernon Street, or on the City's website at http://www.roseville. ca.us/commissions. The RRC meets six times per year. For further information call the City Clerk's Department at 774-5263.



Dry Creek Site Design

As part of the ongoing efforts to revitalize Downtown the proposed Downtown Specific Plan identifies six catalyst development sites. Development concept plans have been created for each catalyst site. These concept plans, which will allow for an expedited project

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Call for Public Artists —

Submittal deadline is July 15.

The Redevelopment Agency, with assistance from PlacerArts, has issued a Request for Public Artist Qualifications for the Downtown Public Art Program. Proposals are currently being solicited for artwork to be displayed in designated spaces throughout Downtown Roseville.

The program objectives are to complement revitalization efforts, increase a sense of place, engage the public, and promote the work of the selected artists. This program, which requires the art to be loaned to the City of Roseville, is open to all local, regional and national artists.

All submissions received by the deadline in the proper format will be reviewed by a selection panel facilitated by PlacerArts. For applications and more information about the selection process go to: www.PlacerArts.org/Roseville.



At Your Service

Special Events Superstar— Special events are critical to a vibrant downtown. They provide residents with a sense of community and bring thousands of people to the heart of Roseville.

Coordinating these events can be a monumental challenge. Fortunately, Jamie Carlson is a superstar when it comes to pulling together a special event. Just this summer alone, Jamie is coordinating Downtown Tuesday Nights, HOT Time in Old Town, Shakespeare in the Park, Fourth of July festivities, Baja Records Benefit Concert and Music in the Park. The fall and winter seasons will be equally busy with an Art & Wine Festival, HOT Pepper Festival, Family Fun Night, Veteran's Day Memorial, Holiday Parade and the Christmas Tree Lighting.

Special thanks to Jamie Carlson for being "at your service" for so many special events in Downtown Roseville.



Dry Creek Site continued...

review process, will be approved along with the Specific Plan.

Of the six sites identified, the City controls property on three sites, one of which is the Dry Creek Catalyst Site. This site abuts Dry Creek and currently serves as public parking and the location of Fire Station #1. In order to fully develop the site, the fire station will need to be relocated. The conceptual Dry Creek Predesign Site consists of four buildings oriented towards Dry Creek and accessible from Oak Street. The site provides for a mix of residential units,



retail, and office spaces. "Building A" would provide approximately 48 residential units. "Building B would provide approximately 50,000 square-feet of office space in a 3-story building. "Building C" would provide approximately 7,800 square feet of retail spaces on the ground floor and approximately 7,800 square feet of office space on the second floor. "Building D" would provide between 12 and 14 two-story, attached town homes.

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Stage Door Cafe Now Open!

On Monday, June 9th the new Magic Circle Theater Stage Door Café opened its doors for business. The café, located in the lobby of the theater offers great coffee drinks, muffins and croissants. In addition, the café offers a nice selection of salads, sandwiches and daily specials. All items are reasonably priced and made to order.

The café has a very comfortable atmosphere and is a great place to take a morning break or have a delicious lunch. The staff is excited about being open and being able to bring another food choice downtown. The café can also provide lunches for your in-house meetings or they can provide a meeting location in the back of the theater if you would like to meet off-site.

The café is open Monday – Friday from 7:00 a.m. to 2:00 p.m. So the next time you need a good cup of coffee in the morning or a tasty lunch, be sure to visit the new Magic Circle Theater Stage Door Café



Farmer's Market Saturdays 8 a.m. - noon through Sept. 13 Main & Washington Blvd. www.sierrafresh.com



Downtown Tuesday Nights 5 p.m. - 9 p.m. through July 29 Vernon Street www.downtownroseville.com



Third Saturday Art Walk
6:30 - 9 p.m.
July 19
various Downtown locations
www.roseville.ca.us/downtownevents

Dry Creek Site continued...

The location of this site creates a unique opportunity. The Specific Plan envisions the installation of a creekwalk and three pedestrian connections to Royer Park that would be constructed as part of the overall development plan. The buildings that are proposed would benefit from being located directly adjacent to the creekwalk, the pedestrian connections, and proposed pedestrian plaza space. For further information regarding this project site please contact the City of Roseville Redevelopment Department: 916-774-5726.

Out of the Blue through July 11

Don't miss the "Out of the Blue" exhibit now on display through July 11, 2008 at the Blue Line Gallery, 405 Vernon St. Gallery walls are overflowing with an eclectic exhibition of 175 member artists! Plus, see "The Wonders of Water," a children's art contest sponsored by Kaiser Permanente now on display at both Blue Line's Eli & Edythe Broad Children's Gallery and the Roseville Civic Center through July 26. Some of the pieces will be selected for permanent display in the new Kaiser Roseville Women's & Children's Hospital. More information: www.rosevillearts.org



Fourth of July Events

7:30 a.m. Fun Run

Royer Park

10 a.m. Parade Vernon St.

10 a.m. - Festival, 2 p.m. Royer Park

Noon Capitol Pops Concert

Royer Park

9:30 p.m. Fireworks,

Placer County Fairgrounds Celebrate Independence Day in Downtown Roseville! The morning begins with a Fun Run/ Walk in Royer Park at 7:30 am. The parade begins at 10:00 am downtown at the intersection of Douglas/Riverside/Vernon. The parade ends with family fun festivities in Royer Park. Later that evening enjoy a free fireworks show at the Placer County Fairgrounds. The gates open at 7:00 pm and the fireworks show begins after dark at approximately 9:30 pm.



