Snap Shots

Redevelopment Newsletter • June 2011

www.roseville.ca.us/redevelopment

Mark Your Calendar

June 1 at 6 p.m.
Downtown Merchants Meeting
A Dash of Panache
217 Vernon Street

June 3 at 8 a.m.
Government Relations
Committee Meeting
Chamber of Commerce
650 Douglas Street

PLACER COUNTY FAIR & EVENTS CENTER

June 23-26
For more details visit:
www.placercountyfair.org

3RD SAT ART WALK .COM

3rd Saturday Art Walk
June 18, 6:30 - 9 p.m.
www.roseville.ca.us/downtownevents

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Follow Downtown event updates
@ dt_rsvl_events
on Twitter!

Snap Shots
City of Roseville
Redevelopment Dept.
311 Vernon Street
Roseville, CA 95678
www.roseville.ca.us

How does redevelopment encourage private sector investment?

Restoring blighted areas is often economically infeasible for the private sector to do on its own. The initial community improvements made by redevelopment agencies, coupled with their commitment of funds and low-cost financing, reduce the cost and risk factors associated with these projects. In essence, redevelopment agencies make these projects more attractive and economically feasible for the private sector to undertake.

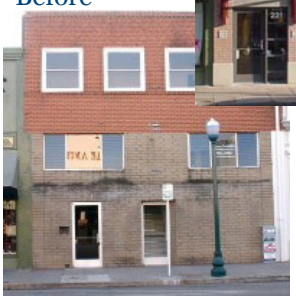
In Roseville the redevelopment agency has encouraged private investment by:
* Assembly/acquisition of project sites and making those sites ready for private redevelopment;
* Building or rehabilitating area infrastructure, streets, sewers and water lines in order to revitalize Atlantic Street, Vernon Street, Riverside Avenue and the Historic District;
* Issuing 58 façade and sign rebates, amounting to $758 thousand in RDA funds invested into small businesses to pay for physical improvements to their properties , leveraging $2.2 million in private investment;
* Providing first time homebuyer assistance to 103 families;
* Improving public safety and reducing crime by building better lighting, water supply systems for fire flows, and more livable neighborhoods; and
* Building 794 affordable housing units helping low- and moderate-income individuals, seniors and working families.

This investment utilizes local tax revenue to address local issues within the community.

Facade Rebate Program

After

Before



Vernon Street Infrastructure

Before

After

2012 Budget Outlook

In looking forward to the next budget year, it is important to recognize what the Redevelopment Agency has accomplished over the past fiscal year. Key accomplishments include:

- Issuance of 5 Façade Rebates in the amount of $58 thousand that leveraged $400 thousand in private investment;
- Installation of our 4th piece of public art in front of Tower Theatre;
- An award of $7.9 million in housing funds for 3 future mixed use projects in Downtown;
- Completion of two storm drain projects amounting to $450 thousand in public investment;
- Completed the parking management plan established by the Downtown Specific Plan;
- Completion of the Automall Wall rehabilitation project;
- Completion of a 158 space at-grade parking lot in Historic Old Town;
- Property acquisitions at 120 Pacific Street securing land for a future parking facility;
- Assisting 25 infill projects as part of the City's "Infill Team";
- Establishing a non-profit 501 (c)(3) development corporation to further revitalization efforts in the Downtown; and,
- Coordinating information, interviews and coalition efforts to oppose the State Legislature's efforts to do away with Redevelopment statewide.

The top priorities for the FY 2012 budget include:

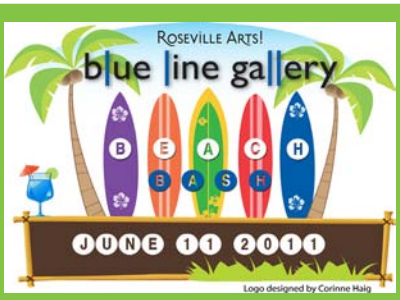
- Securing additional funding to construct major Capital Improvement Projects Downtown including:
- Development of the Town Square project;
- Completion of additional parking resources in the Historic Old Town;
- Infrastructure upgrades in the 100-400 block of Vernon Street;
- Preparing the City owned properties on Vernon and Oak Street for future redevelopment;
- Continuing to implement the Façade Rebate Program;
- Providing staffing support to the RCDC to facilitate the development of two projects in the Downtown and to establish a loan program;
- Completing policy documents associated with implementing the Downtown Specific Plan; and
- Staffing the Roseville Revitalization Committee, Infill Team, Merchant's Association and Downtown Parking Committee.

Once again, Agency staff is looking forward to making improvements towards "Building a Better Downtown".

International Festival in Downtown Roseville!

June 18 - 10 a.m. to 6 p.m.
311 Vernon Street - Civic Center parking lot.
There will be live entertainment from bands and dancers, international food, artists, and culture.
This event will benefit the community by showing and promoting commonalities of cultures and traditions therefore promoting unity.

Downtown Roseville's Summer Events



Rooftop Beach Bash set to benefit Roseville Arts! Blue Line Gallery

June 11 - 6-10 p.m.
405 Vernon Street

A rooftop community beach party will kick off summer in Downtown Roseville! The event will be located on the roof of the Blue Line Gallery. Ticket prices are $50 per person or $80 per couple.

Those attending the Beach Bash will begin the evening by ascending to the rooftop of the Blue Line Gallery in Downtown Roseville to enjoy music, food and wine and beer from a number of area restaurants, wineries and breweries including: Beach Hut Deli, Mas, BASIC urban kitchen + bar, Rubino's, Cathy's Cakes, Tandori Nights, Tahoe Joes, Sierra Nevada, Crane Brothers Winery, Shady Coffee and Tea and many more. Works by several local artists will be on display and available for purchase during the event. Unique raffle for one-of-a-kind surfboards. Sponsors are currently being sought for the "Build Your Board" portion of the party. For a $300 donation, sponsors will receive a life-size, blank surfboard to adorn. Sponsors can either paint the surfboard themselves, or be matched with an artist for assistance. All proceeds from the event will benefit Roseville Arts! children's arts programs, the Blue Line Gallery, and its artists. For additional information, to register as a participating artist, or to sign up to participate in "Build Your Board," call Hirota at 783-4117 or visit www.rosevillearts.org

Downtown Tuesday Nights

May-July - Every Tuesday 5-9 p.m.
Free admission and parking.
Located on Vernon Street.

There is a certified farmers market, arts and crafts vendors; beer, wine and margarita garden; and great food. There will be free concerts and DJ's, live performances, acts, and shows.

There is also a Classic Car Cruise with awards every week. Self -proclaimed biggest weekly cruise in Northern California.

Kids will enjoy the Fun Zone which includes a petting zoo and pony rides, jump houses, slides, obstacle courses, rock walls plus face painting, balloons and carnival games.
For more information:
www.downtownroseville.com

Free Parking!

Visitors to Historic Old Town and Vernon Street can find free parking at several locations Downtown. For a map see: www.roseville.ca.us/downtown

Roseville's Farmers Bazaar

July 1 through October 28, 2011
Every Friday 9 a.m. to 1 p.m.
311 Vernon Street

On the sidewalks and in the plaza area around the Civic Center. The farmers market will include several vendors selling produce, breads, nuts and cheeses from local and organic farmers. There will also be a variety of musicians, artisans/crafters, and food vendors to participate in the event.

Roseville Music in the Park Season

Sundays at Royer Park, 6 pm
www.rosevillemusicinthepark.com

June 19 - Mick Martin
www.mickmartinblues.com

July 4 - Capitol Pops (12 noon concert start) 4th of July concert

July 17 - (2 shows)
Super Huey
www.superhueylive.com - 5pm
Steelin' Dan
www.steelindan.com - 6:30 pm

Aug 21 - 80z All Stars
www.80zallstars.com - 6 pm

Sept 18 - Mumbo Gumbo
www.mumbogumbo.com - 6 pm