

Snap Shots...

Mark Your Calendar

February 2

City Council/RDA Civic Center 311 Vernon St. 7:00pm

February 16

City Council/RDA Civic Center 311 Vernon St. 7:00pm

Your Redevelopment Team



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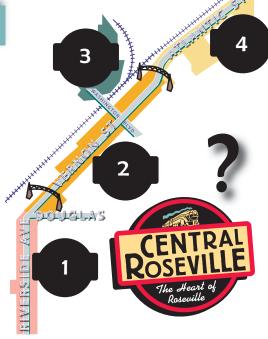
Bill Aiken 774-5271 baiken@roseville.ca.us

Sam Elmer 746-1270 selmer@roseville.ca.us

Can you Identify?

Can you identify the four chambers of the human heart? Here's an easier one: Can you identify the four districts that make up Central Roseville - the heart of Roseville?

A vibrant Central Roseville is critical to the health of our community and the economic vitality of Roseville. Thus the Central Roseville Revitalization Committee and partners are working hard to continue Central Roseville's revitalization. Preserving Roseville's "small town feel" and having a "sense of place" is a sentiment expressed by all sectors of our community.



We are fortunate to have Central Roseville, where that small town feel remains.

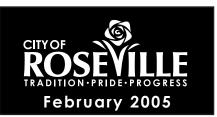
Answers on page 3....

Civic Plaza Project

The revised Civic Plaza project includes a four story,

57,350 sq ft office complex with ground floor retail and a potential restaurant, and a 550-space free public parking garage with an Art Gallery fronting Vernon Street. The project, located at Oak and Grant Streets, is moving forward with a public hearing February 16. City Council will be requested to approve amended contracts between the City and the developer, and environmental documents. A Mitigated Negative Declaration for the project is available for public review and comment through February 10. Copies are available at the City Clerk's office (311 Vernon Street), and both City libraries. According to developer Abe Alizadeh, Kobra Properties/Vernon St. Associates, "Civic Plaza represents a monumental step forward to provide office space, restaurant and parking for the community to use and enjoy." The project will break

ground this summer and be completed by September 2006. The project will go before the Planning Commission in March then to City Council in April for final approval. Contact Jan Shellito at jshellito@roseville.ca.us.



One Step Closer

The Washington Boulevard Pedestrian Underpass is the only direct pedestrian link between the Downtown Vernon Street and Historic Old Town. Improving the walkway, which was originally constructed between 1948 and 1950, will further enhance the connection between these two significant Central Roseville project areas.

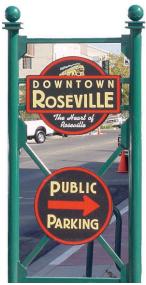
Improvements will be funded Federal by Highway Administration (FHWA) grant and Redevelopment Agency (RDA) matching funds which total at least 20% of the project cost. The Washington Boulevard Underpass Committee. (comprised of a property owner, a local merchant, and an area resident), developed goals to sound attenuation. address: aesthetic improvements, upgrades in lighting, improving the area below the Pacific Street overpass, and an ADA assessment.

A request for proposals for engineering design services was issued on November 3 and responses were received on December 15. An evaluation committee reviewed the proposals and has subsequently recommended award to Mark Thomas & Company, Inc. The recommendation for award will be forwarded to the RDA for formal approval February 2.

Parking All Around!

Parking is a continual topic of conversation in Central Roseville and for good reason. Central Roseville is busier now than ever. With the increased business, comes an increase in the value of the commodity called parking! The City, property and business owners continue working to ensure there is a coherent parking strategy for Central Roseville now and in the future, including the addition of more parking.

The Civic Plaza parking structure will add 550 parking spaces to the current parking inventory. The Vernon Street Parking Committee is working to minimize the impacts during the 10-12 month construction period, slated to begin in August. During construction, parking will be available at the Oak and Lincoln Street lots. The City has also arranged for parking at the Methodist Church at Washington and Church Street. In the



ameantime, Fremember to use the free parking available at the Tower Theater, 316 Vernon. Oak Street and Magic Circle Theater parking lots. It's free and it's just a short walk to any business or service in the area!

At Your Service



Paul Richardson, Planning Director was recently appointed as the new Planning and Redevelopment Director. Paul

began working for the City on July 15, 2002. His background in urban infill development extends to his prior jobs in both El Cerrito and the City of Walnut Creek. Creek successfully Walnut used the Specific Plan process for downtown development, to foster a vision for the community and relieve the risk associated with normal entitlement processing. Paul has taken his experience in Walnut Creek and used Roseville's knowledge of the specific plan process to help initiate the Riverside Gateway Corridor improvements Specific Plan. The intent is to use this same process throughout the traditional areas of Roseville to spur reinvestment while preserving the essential character of Central Roseville.

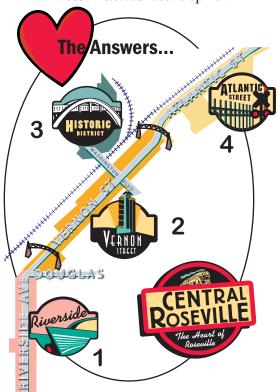
Paul is eager to take on the challenge of the newly formed department, as well as promoting revitalization efforts as a pillar the new department. Paul is married and has two children, both attending Eureka schools. Paul coaches soccer when not a night meetings. His wife would like to see him more.

CENTRAL SNOP Shots...



Progress continues on the Riverside Project Specific Plan and Streetscape. Staff presented an update on the project to City Council on January 5. Council was apprised of the land use strategy, the parking strategy, potential opportunity sites, and the roundabout option at Riverside and Douglas. Council members expressed a great deal of interest and support for the project.

The project consultant, EDAW, is currently finalizing a revised project schedule. Look for this schedule in an upcoming edition of Snap Shots. Questions? Call Bill Aiken at 774-5271 or visit: www.roseville.ca.us/redevelopment





The design team and city staff keep meeting Historic Old Town project milestones! Two most recent milestones were submittal of the construction plans for a 90% review and the approval of the projects environmental document.

Every project submits plans to the city, which provides various departments with the opportunity to comment on plans. This "plan reviewprocess"ensuresthatplans have all information necessary to construct the project, and it familiarizes city departments with the project. This process also minimizes construction change orders, which can be very costly to a project. Once a project begins, if there are deviations from the plans the changes cause a "change order" to the anticipated scope of work which can ultimately cost the project more money. One way to keep the change orders to a minimum is to have a clean set of construction plans. The plan review is one facet of quality control applied to meet the goal of a good set of construction plans. The project is on schedule and should be out to bid in March or early April. For more information about the benefits of the plan review process or the Historic Old Town project contact Mark Wolinski:

774--5179 mwolinski@roseville.ca.us

This is Only a Test

The City of Roseville Fire Department and Union Pacific Railroad perform routine tests of the emergency warning sirens in the Roseville rail yard at noon the first Friday in January, April, July, and October. Regular testing helps assure emergency responders that the system will work should a real emergency occur. This system, installed in 2000, consists of three strategically located sirens within the Union Pacific rail yard in Antelope, West Roseville, and Downtown Roseville. The system is part of the City's larger emergency warning/safety notification system, which includes an automated telephone dialer, Comcast Government Access Channel 14, Surewest Government Access Channel 73, 530 AM radio, and our emergency information phone line: 774-5812.

During a test, residents, business owners, and school children in the areas surrounding Booth Road and Downtown Roseville can hear a siren for approximately 10 seconds, a voice test message, a second siren, and a repeat of the voice test message, which ends the test. Contact Mary Lou Pierce, in the Fire Department, for more info: 774-5837.

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