

#### **Mark Your Calendar**

#### October 3 **CRRC**

7:00pm

Civic Center - 311 Vernon St.

- Riverside Gateway Update
- Landmark Building Ordinance

#### October 5

5:30pm

**Downtown Merchants Association** 

Roseville Masonic Hall 235 Vernon St.

5:30pm networking 6:00pm meeting

•Roseville Police Neighborhood & **Business Services** 

#### October 19

7:00pm

**Redvelopment Agency/City Council** Civic Center - 311 Vernon St.

Downtown Visioning Update

**Family Fun Night** 5:00pm October 27

#### **Columbus Day**

October 10 **City Offices Closed** 

#### **Your Redevelopment Team**



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

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

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

Sam? See page 2!

## Help Shape the Juture...

Creating a vision for a vibrant Downtown is an exciting opportunity for a community! To help create this vision, a variety of activities and opportunities for participation are scheduled over a 3-day period. Join us in shaping the future by attending all events, or attend the ones you can. Your ideas will make a difference in Downtown Roseville!

## October 11

## October 12

## October 13

#### **Understanding Downtown Roseville**

Discuss Downtown's history, identity and assets. Brainstorm a vision through an interactive exercise: "Treasures, Challenges and Visions"

> 6:00-8:00pm **Eagles Hall**

124 Vernon Street

### Architecture, **Buildings & Uses**

Focus on character and design for Downtown Roseville. Rate various design elements with a visual image survey.

> 6:00-8:00pm **Eagles Hall**

124 Vernon Street

#### **Interactive Design** Workshop

Hands-on design workshop where participants will design the future of Downtown based on outcomes from previous workshops.

> 6:00-9:00pm **Eagles Hall** 124 Vernon Street

## October 12

#### **Downtown Walk**

Come walk Vernon Street or Historic Old Town with the Project Team to identify issues and opportunities for improvement.

> 12:00 - 2:00pm Meet at Civic Center

## October 13

#### **Downtown Walk**

Come walk Vernon Street or Historic Old Town with the Project Team to identify issues and opportunities for improvement.

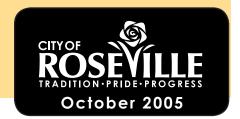
12:00 - 2:00pm

Meet at Civic Center





Please RSVP to: Jan Shellito 916-774-5447 jshellito@roseville.ca.us



#### **RDA Buys Antique Mall**



The Redevelopment
Agency (RDA)
has purchased
one of the most
p r o m i n e n t
store fronts
in downtown

Roseville. Located at 238 Vernon Street, the original JC Penney Department Store, was purchased by the Agency on September 14. Most recently known as the Antique Mall, the store is 16,000 square feet and includes a lower level, main level, and mezzanine.

The Agency is interested in identifying an investor, and tenant, that will provide a use for the property that draws people to the area throughout the day, in the evening and on weekends. Potential uses include a restaurant, specialty retail, or a mix of retail uses. Future uses of this building will be discussed during the upcoming downtown visioning project October 11-13.

In the meantime, the Agency may lease the building to an appropriate tenant while seeking an optimal, long-term reuse for the site. If you have an idea for the future of building, please contact Jan Shellito at jshellito@roseville.ca.us.

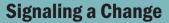
238
VERNON STREET

#### You're hired!

Redevelopment intern Sam Elmer is movin' on up! While the Redevelopment team is very sad to lose Sam, we are all very excited that he was hired

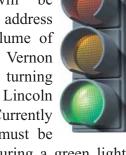
by the Community
Development
Dept. Sam will
be a Technician
working on City
development
projects.





Signal upgrades scheduled for intersection at Vernon &

Lincoln -- Signal upgrades will be done to address the high volume of southbound Vernon Street traffic turning left onto Lincoln Street. Currently a left turn must be



performed during a green light and against oncoming traffic. The signal modification will allow protected left turns (dedicated green arrow time) and improve traffic flow.

Improvements include the addition of two upgraded signal poles and revised roadway striping. The general contractor has ordered the new signal poles and the foundations will soon be poured. Project completion is tentatively scheduled for November.

## At Your Service

Kris is an Account Representative for the City of Roseville Electric Department and has been with Electric for five years. provides Roseville businesses with information and tools to assist them with managing their energy use and operation costs related to energy. These programs include: Energy consumption evaluation and management, identifying low-cost and no-cost energy saving opportunities, providing information on rebates to reduce installation costs. and education on equipment technologies that reduce energy and improve performance over older technologies.

Outside of Electric Kris lives with her husband in Granite Bay and has 2 grown children. She enjoys spending time with family and friends, traveling, and riding a tandem bicycle with her husband.

Contact Kris at Roseville Electric to help your business be more energy efficient:

916-774-5581 kblair@roseville.ca.us.



# CENTRAL SNOW Shots...

#### **Civic Plaza Underway**

The Redevelopment Agency and Vernon Street Associates celebrated the kick-off of construction of the Civic Plaza Office Complex and Public Parking Garage project during a "Demolition Day" ceremony on September 1.

Paul Richardson, Planning and Redevelopment Director, served as the MC for the event been relocated and the project will start the week of October 3. The map below illustrates alternative parking sites available during construction. The project should be completed by fall

2006. For more information, please contact Mark Wolinski at mwolinski@roseville.ca.us.







that included recognition of all the people that have worked to make this project happen and the demolition of 405 Vernon Street to make way for the project.

The event culminated with Mayor Garbolino taking the first swipe of the 405 Vernon Street building from her seat in the cab of an excavator.

Over the last few weeks, the utilities on the project site have

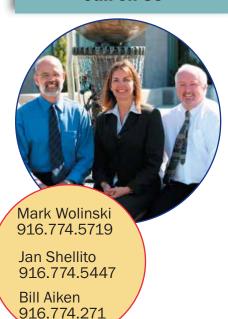


#### CIVIC PLAZA PROJECT

Construction begins
October 2005
on a 550-space parking
garage and 56,000
sq.ft. office building.
The office building will
provide ground floor
retail and/or restaurant
space and office
space for many new
downtown businesses.



#### Call on Us



Don't forget if you or someone you know have questions or suggestions about Downtown Roseville Your Redevelopment Team members are here to help-just give us a call!

#### Welcome!



Artful Blend Grand Opening! 225 S. Grant St.

## Family Fun Night

Thursday, October 27 5:00 p.m. to 9:00 p.m. Vernon St.

The Downtown Merchants Association presents this event especially for children, on Thursday, October 27 from 5-9pm.

Bring your family to Vernon Street and enjoy a magic show, face painting, balloons, clowns, and a "spooky" reptile show. In addition, there will be a costume contest that offers awards for boys and girls in five different age groups.

All of the events, activities, and contests are free to all in attendance. So come out, take advantage of the free parking and admission, and enjoy this extremely popular event!



**Enjoy the holiday season...** 

#### **November 19**

Holiday Parade 10:00am on Vernon St.

#### **December 2**

Annual Tree Lighting Ceremony 6:00pm on Vernon St.

#### December 3

Annual Craft Faire 9:00am - 4:00pm Maidu Community Center

#### **December 3**

Library's Winter Classic 7:00 - 10:00pm Downtown Library

www.roseville.ca.us





Enter City of Roseville's **Amateur Photo Contest** October 1- November 18

www.roseville.ca.us/photocontest

