

Snap Shots

Redevelopment News - July 2007

Mark Your Calendar

July 9 7:00pm Roseville Revitalization Committee Meeting Civic Center 311 Vernon St.

July 11 8:00am Chamber Revitalization **Committee Meeting** Chamber Office 650 Douglas Blvd.



Your Team



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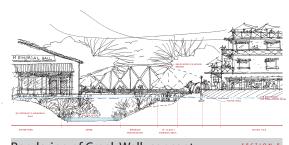
Revitalization Prioritizing

June 11 the Roseville Revitalization Committee, Downtown Specific Plan Steering Committee, and the Chamber's Downtown Revitalization Committe and members of the community participated in a joint workshop. More than 50 participants



reviewed a list of capital improvement projects and had the difficult task of prioritizing what would be best to complete in the next 1-5 years, 5-10 years and a time frame of 10 years and beyond. With each project a "price tag" was attached -- an important consideration in the prioritizing.

Redevelopment staff and project consultants are now adjusting the Downtown Specific Plan according to the community preferences and priorities.



Rendering of Creek Walk concept

Downtown Tuesday Nights

Downtown Tuesday Nights will complete its ninth year on July 31. However, with five Tuesdays in July this year, there still are plenty of opportunities to join in on the fun. The event continues to deliver large crowds, great vendors, and outstanding entertainment to Downtown Roseville. Even though the summer heat has arrived, the continued growth of the tree canopy and the multiple story buildings are providing plenty of shade. Plus, if it gets a little too hot, there are a number of cool and friendly shops to visit.

The event consistently provides a Tuesday night full of great entertainment, great food, and great people. What's keeping you away?

Visit www.downtownroseville. com/dtnTuesNights.html for more information.

July Free Tuesday night concerts:

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3	The bbc: Beatles Tribute
1υ	Abandon Theory: Alternative rock, reggae
17	Rhythm Vandals: Classic Rock
24	Mad Dash: Classic Rock, Blues
31	Heavy Water: Classic Rock



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Full membership meeting featured four guest speakers-

The June 27 meeting of the Downtown Roseville Merchants, Inc. provided its membership information on the many opportunities available to their businesses.



From left to right:
Jim O'Neal discussed products
and services provided by the
U.S. Small Business Administration
(SBA). These include: financing,
business counseling, federal
procurement opportunities,
and assistance in attaining
certifications that may be required.

Bill Aiken from City of Roseville provided information on the updated Façade Improvement Rebate Program. Program information is also available at: www.roseville.ca.us/planning/redevelopment

Indria Gillespie offered feedback on the Sierra College Small Business Development Center (SBDC) services including assistance with: marketing, management, finance/accounting, and business training.

Brent Smith of Sierra Economic Development District, talked about the micro loan program available, in amounts ranging from \$5,000 to \$35,000, to virtually any type of for-profit small business.

A Brighter Boulevard



Washington Blvd. getting better and brighter - The Washington Boulevard Pedestrian Underpass, that has served as the only direct pedestrian link between Historic Old Town and Vernon Street for decades, is finally receiving a much needed "makeover." As part of the ongoing Historic Old Town Improvement Project, the underpass is being outfitted with a colorful tile wall, metallic ceiling panels, trestles, and improved lighting.

You may have noticed the tile wall is almost completely installed. The soon to be brighter, bolder and better underpass connection represents one more step towards accomplishing the vision for Downtown!

For more information contact Bill Aiken: baiken@roseville.ca.us

Prioritizing Cont.

The prioritized implementation strategy will guide infrastructure and amenities constructed in Historic Old Town and Vernon Street for the next 15 years. For more information contact Kevin Payne: kpayne@roseville.ca.us

Viewing Historic Old Town



Construction of the viewing platform at Pacific St. andLincoln St. began in early June. This is one more element of the streetscape project bringing excitement to Historic Old Town.

Celebrate Downtown



7:30 am

Fun Run - Royer Park

10:00 am

Parade - Vernon St.

11:00 am

Family Fun - Royer Park

12:00 pm

Capitol Pops Concert - Royer Park

9:30 nm

Fireworks - Placer Co. Fair Grounds



MUSIC IN THE PARK

July 15 6:30pm

Innersoul

Snap Show brought to you by:

City of Roseville Planning & Redevelopment Dept. 311 Vernon St. Roseville, CA 95678 www.roseville.ca.us

