

Snap Shots

Redevelopment Newsletter • December 2008



City Offices Closed Dec. 25 - Jan. 2

Public Safety Services and Refuse Pickups will continue as scheduled.
For service details: www.roseville.ca.us/holidayhours

Mark Your Calendar

December 3 6:00 pm
Downtown Merchants
A Dash of Panache
241 Vernon St.

December 9 7:00 pm
District Merchants Assoc.
Pacific Street Cafe

December 10 8:00 am
Chamber Revitalization
Committee Meeting
Roseville Chamber
650 Douglas Blvd.

*Christmas Tree Lighting
Dec. 5 See page 3*

Your Team



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Celebrating a Year of Successes

Highlights of 2008 that brought us a step closer to achieving the vision for Downtown included:

- ✓ Blue Line Gallery Opens
- ✓ Historic Old Town Streetscape Completed
- ✓ Pre-Development Designs created as part of the Downtown Specific Plan
- ✓ Increased Media Coverage and Marketing:
 - Good Day Sacramento covering the HOT Opening
 - Redevelopment covered by Insights, Press Tribune, The Sacramento Bee, Reflections, Sun City News
 - Poster displays added to garage
 - 12 issues of Snap Shots reached more than 4,000 readers
- ✓ Pedestrian and parking signage installed



► *continued on page 2...*

Merchants Corner

Gracefully Growing

Liz Dillender has been a part of the Roseville community since graduating from Roseville High School in 1990. Liz, a mother of four, understands the frustration of finding stylish, comfortable clothing during pregnancy. She and her mother established Gracefully Growing Maternity in April 2004.

Unfortunately Liz's mother was diagnosed with inoperable cancer last year. With the understanding that family comes first, they decided to shut their doors and focus on alternative wellness and cures.

Now, with great news that the cancer is in remission, Gracefully Growing Maternity has re-opened at 326 Lincoln St., in Historic Old Town.

The store offers affordable yet stylish maternity clothing to expecting Moms. Gracefully Growing Maternity buys, sells, trades and consigns new and pre-loved maternity apparel. They are located at 326 Lincoln Street in Historic Roseville. Store hours are Mon-Fri 9am to 5pm and Sat. from 10am to 1pm (916)781-4900. www.ElpregoMaternity.com



Successes Continued

- ✓ Riverside Avenue Streetscape Project broke ground
- ✓ New Programs Launched:
 - IDEA (Invest Downtown Economic Assistance)
 - Downtown Business Attraction Team
 - Awning and Signage Facade Rebate Program

FREE PARKING

Visitors to Historic Old Town and Vernon Street can find ample free parking at several locations Downtown.

For a map see: www.roseville.ca.us/downtown



RRC Recognizes Richard Rocucci

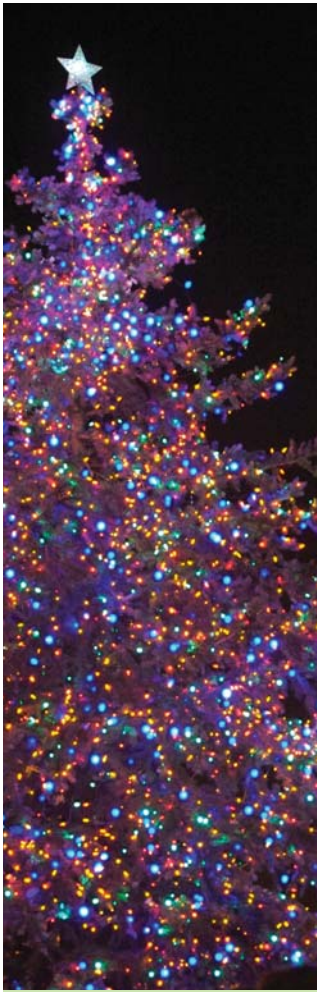
The Redevelopment Agency gave a special thank you to outgoing Council member Richard Rocucci for his years of dedication and commitment to Downtown revitalization. Richard served on the Revitalization Committee for eight years, influencing projects such as the Historic Old Town and Riverside Streetscapes and the relocation of Locomotive 2252.

Boxing Donkey Opening

Friday, November 21, the Boxing Donkey Irish Pub, 300 Lincoln St. opened, bringing a new addition to the growing nightlife activities in the Historic District. The pub is a family owned and operated business. Carl, Kyle and Kendl Schubert have spent the last 11 months planning, constructing and opening this new and exciting business.

According to Kyle, the focus of the pub is to provide one of the few places in Northern California that will serve traditional Irish fare. The pub is decorated in a rich color scheme that lets the patrons know that it is a unique and exciting place. The pub is open Sunday – Wednesday from 10AM to 2AM and Thursday-Saturday from 10 AM to 2 AM and until 4:30 AM for food. Stop in for a great meal, a favorite drink or a quick bite to eat after a late night of fun.





Dec. 5

5 - 8 p.m.

Tree Lighting Celebration

Vernon St.

Come join a cherished community tradition, the free Christmas Tree Lighting Celebration. Mayor Jim Gray will flip the switch to light the City's official Holiday Tree at 6:30pm. Santa will make an early visit for little ones so bring your camera! The festivities also include craft and food vendors so bring your shopping list and spend the evening Downtown.

At the Theater

In December, Magic Circle Theatre presents: **The EDLOS** Holiday Concert in the Roseville Theatre on Sat., Dec. 6. These four, funny a cappella singers have become popular enough to be a tradition for many Roseville families!

Rodger Hoopman's **Scrooge** in the Roseville Theatre Dec. 14 - Dec. 23. This is the sixth year Rodger Hoopman has brought this popular production to Downtown Roseville.

Cabaret continues until Dec. 13 in the Tower Theatre. Need a break? Take someone special to see this amazing musical!

Magic Circle Youth and Little Ones Workshops will perform **Associates, Apprentices and Other Disasters** on Dec. 4, 5, 11 & 12.

For ticket information visit www.mcircle.org or call: 916-782-1777

Dec. 7

2 p.m.

Pearl Harbor Ceremony

114 Vernon St.



The Spirit of the Holidays

Throughout Dec. see the Downtown Merchants Assoc. "Street of Wreaths" display. Windows are adorned with wreaths decorated by children attending Roseville Adventure Club daycare sites.



Family Fun Night Filled the Street

The 7th Annual Downtown Roseville Merchants Family Fun Night was a huge success! Thousands of families flocked to Vernon Street to participate in the festivities on Tues., Oct. 28.



Parade Packed Downtown

The Streets of Downtown were filled with spectators enjoying the Roseville Chamber of Commerce Sylvia Besana Annual Holiday Parade on Sat., November 22.

Snap Shots

provided by
Planning & Redevelopment Dept.
311 Vernon St.
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