

Snap Shots...

Mark Your Calendar

March 2 7:00pm

City Council/RDA
Civic Center
311 Vernon St.

March 10 6:30pm

Central Roseville Business Fair
Civic Center
311 Vernon St.

March 14 7:00pm

CRRC
Civic Center
311 Vernon St.

March 16 7:00pm

City Council/RDA
Civic Center
311 Vernon St.

Your Redevelopment Team



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A Walk to Remember

Dry Creek-Royer Park Visioning Project a Success--

Fred and Ethan Kent of Projects for Public Spaces (PPS), a firm recognized internationally for creating public spaces that attract people, recently facilitated a field walk and site assessment along Dry Creek at Royer Park on February 11. The goal of the



field walk was to develop a vision for the area that identified key opportunities for improvements and promote connectivity to greater Central Roseville.

Local residents, business owners, property owners, Central Roseville Revitalization Committee members, Council members, and City of Roseville



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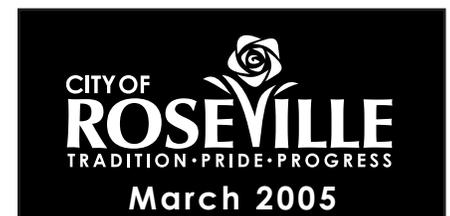
A Healthy Heart

Everyone knows that a healthy heart is vitally important to your overall health and the same is true for our City. The Heart of Roseville is, of course, Central Roseville and it is the key to Roseville's well-being and economic health. We are fortunate to have Central Roseville where that "small town feel" and a "sense of place" is captured, nurtured and valued by so many.

The four "chambers" of the Heart of Roseville are: Atlantic Street, Downtown Vernon Street, Historic Old Town and Riverside Ave. Historic Old Town is where Roseville first emerged as a railroad town in the late 1800s. Much like anyone of that age, the Historic Old Town District is in need of some "medical attention."

A great team of "surgeons," fresh from a successful series of "operations" on Atlantic Street and Downtown Vernon Street, are now preparing to provide medical assistance to both the Historic District and Riverside Avenue.

Our top-flight medical team
continued pg 3...





Snap Shots...

Pedestrian crossings stepped up

City of Roseville Traffic Engineering staff have installed countdown pedestrian signal heads at the intersection next to the Civic Center (intersection of Washington/Oak). The signals display how many seconds are remaining during the “flashing don’t walk” phase. Some new, hi-tech pedestrian push buttons have also been installed at the same intersection. The new buttons are very different from the typical button, because there are no moving parts. The big round part that you push does not move, but it senses you pushing it. When you push it, there is an audible beep and there is a red light that flashes momentarily. This let’s you (and those who are visually or hearing impaired) know that the button is working and has received your call.

The City’s plan is to ultimately install countdown pedestrian heads, and these new hi-tech push buttons, at all of our signals in Roseville. If you have any questions about these new and improved crossings please contact Jason Shykowski: jshykowski@roseville.ca.us or 746-1300.



Enjoy walking and safe crossing to all!

ALPHABET Soup

Acronyms abound in the world of Roseville Redevelopment. Have you noticed all of the referrals to ADA, CRRC, RDA and so on throughout Snap Shots? Government agencies like the **COR** (City of Roseville) interact with a multitude of other agencies, committees, departments, programs, partners etc. and, for the sake of expediency, the names tend to get shortened.

Below is a list of common acronyms used in revitalization efforts. Can you de-code them?!

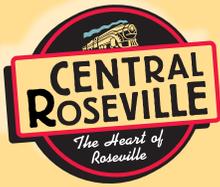
- CRRC** = Central Roseville Revitalization Committee
- RDA** = Redevelopment Agency
- FHWA** = Federal Highway Administration
- PCTPA** = Placer County Transportation Planning Agency
- SACOG** = Sacramento Area Council of Governments
- CDBG** = Community Development Block Grants
- SCIP** = Statewide Community Infrastructure Program
- ADA** = Americans with Disabilities Act
- CDD** = Community Development Department
- ED** = Economic Development
- EU** = Environmental Utilities
- PW** = Public Works
- DTN** = Downtown Tuesday Night
- HOT** = Historic Old Town
- PEM** = Project Engineering Meeting
- PS&E** = Plans, Specifications, & Estimates

Keys to business success...
Redevelopment Business Fair
March 10
6:30pm
 City of Roseville Civic Center
 311 Vernon St.
More info call: 746-1270

Growth Management Public Workshop
March 15 7:00pm
 Woodcreek Golf Club
 More Info: 774-5281

Plaza Planning

City Council, on February 16, unanimously approved agreements clearing the way for the construction of a four story office building and five level parking garage in the 400 block of Vernon Street at Grant Street. Agreements and the associated environmental documents for the project are now in place between the Redevelopment Agency and Vernon Street Associates. The project requires final design approval by the Planning Commission and City Council, but should be under construction this summer. The Civic Plaza Project provides for a signature office building with quality tenants and the likelihood of a ground floor restaurant. The garage provides for parking for employees of the building, Civic Center employees and additional parking to accommodate increased visitors to Downtown Vernon St.



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Working Walk, contd.

staff were among the 51 people participating. Fred Kent opened the day by discussing examples of successful public places and the types of amenities found in these locations. Participants were divided into groups and assigned a specific area within the project boundary to review and evaluate the site's ability to attract people and activities. Participants completed a worksheet for each site and reported their findings back to the larger group.

A broad range of both short-term, inexpensive suggestions and larger scope, more costly improvements for the area, resulted from the field walk workshop. An interesting product of this effort was the emergence of a number of recurring themes throughout the groups' reports. These visions included the desire for ice cream and coffee shops, children's activities, pedestrian amenities, a public square, and increased access to Dry Creek.



Projects for Public Spaces will take the information gathered at the workshop and create a report to serve as the initial vision for improvements within this Central Roseville project area. The City will implement some of the visions immediately, including removal of fencing currently obscuring Dry Creek. Watch for future stories on improvements to come!

For more info contact Jan Shellito:
jshellito@roseville.ca.us.
774-5447

Heart, contd.

includes members of the City's Planning and Redevelopment Department staff, City Council representatives, Chamber of Commerce members, property owners, merchants and residents. They deserve a lot of credit and thanks for all of their time and effort to ensuring that the Heart of Roseville remains strong and healthy.

The extensive "medical procedure" that our surgeons will perform later this year has been in the planning stages for quite some time. The procedure, otherwise known as the Central Roseville Revitalization Strategy, includes infrastructure improvements and streetscape projects that will improve the area's physical appearance and ability to serve businesses and customers, now and into the future.

These improvements represent one of the main goals of the revitalization strategy and are designed to keep Central Roseville as a vibrant and attractive place for shopping, entertainment, business and dining.



Snap Shots

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