

Mark Your Calendar

April 4 6:00pm
Downtown Roseville
Merchants Meeting
A Dash of Panache
217 Vernon St.

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

April 20-22
PLACER COUNTY
Strawberry Festival
more events info page 3

Your Team



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Downtown Walkability

“Walkability” expert Dan Burden visits Downtown Roseville

As the Executive Director of the non-profit organization, Walkable Communities, Dan Burden spends most of each year working with communities across the United States to develop pedestrian friendly downtowns.

On March 1, Dan visited Roseville to conduct two community workshops and a field walk in the heart of Downtown. Over 100 participants learned the five basic principles of a



healthy and walkable downtown:

- Security
- Convenience
- Efficiency
- Comfort
- Sense of welcome

Dan’s observations of Roseville’s Downtown and its effort to become a more pedestrian friendly destination were positive, citing that Roseville’s Downtown has the required “bone structure” to create a place where the community will want to be.



Dan led a field walk in the 165 acre Downtown Specific Plan project area that validated the plan’s emphasis on increasing pedestrian access and connectivity. Mid-block street crossings, narrower streets, landscaping along walkways, and improved bridge connections are all key components of the specific plan. This was Dan’s third visit to Roseville. Each visit has allowed him to see the progress the City has made toward becoming a more pedestrian friendly downtown. Dan’s visit was sponsored through a grant from the Sacramento Area Council of Governments.



Merchants Corner

B&A Magazine

Before & After magazine is based on Lincoln Street in Historic Old Town. Owners John and Gaye McWade have published the magazine for 17 years, and it's known around the world for its creative articles that demonstrate the "cool stuff" of graphic design. The magazine has over 100,000 subscribers (visit: www.bamagazine.com.)

Before & After's previously quiet, creative, Lincoln Street environment has become the epicenter of major renovations in the Historic Old Town District. The McWades have chosen a unique way to deal with the chaos of reconstruction. As visual communicators, they're using their front windows as a photo gallery to display panoramic images of the ongoing work, from digging out old pipes and tanks to the trenching and installation of modern lines to pouring new sidewalks and concrete walls. Local residents, visitors and workmen meet at the windows to see the latest photos and air their opinions and knowledge. Also in the window is a project map that shows all parts of the historic district project.



Committee Completed

Downtown Specific Plan Steering Committee Wraps Up

The 24-member steering committee led by Chairman John Allard completed their objectives on February 28. Over the course of 9 meetings, the committee worked with consultants, City and Agency staff, and the public to make recommendations on the following elements of the 165 acre downtown plan:

- ▶ Land use and zoning
- ▶ Utilities
- ▶ Traffic and pedestrian circulation and improvements
- ▶ Design guidelines
- ▶ Signage
- ▶ Royer and Saugstad Park improvements
- ▶ Creek walk along Dry Creek

The committee worked diligently to review, evaluate, and make recommendations on these key elements for Downtown Roseville. The Redevelopment Agency sincerely thanks the committee for their dedication to downtown revitalization.



Surf more

Jump on your keyboard and ride the information wave at www.roseville.ca.us/redevelopment.

Learn about:

- redevelopment projects,
- events and attractions,
- incentive programs, and
- what is "on tap" in Downtown Roseville.

HOT Progress

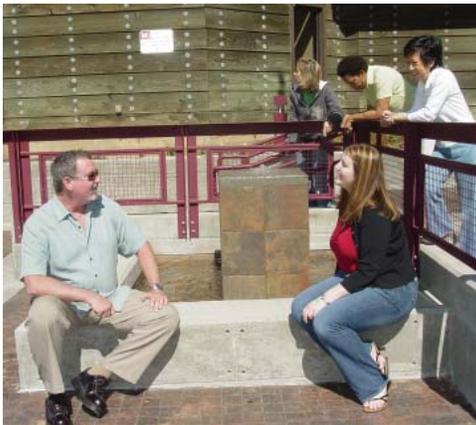
Historic Old Town deceleration lane under construction on Washington Boulevard.



Grand Entrance

Customers are excited about the changes at the Downtown Library. Construction of the new entryway and modifications to the western parking lot began last September bringing the library into compliance with current ADA requirements.

The new and more spacious entry plaza includes a tiled fountain, through-the-wall bookdrops, an accessible ramp, decorative colored-concrete, widened sidewalks, and new landscaping. The installation of new benches will complete the project for a total cost of \$538,000.



The bus stop will move back to its original location in front of the library, marked by the City's first solar-powered, lighted bus-stop sign. Stop by the Downtown Library to check out some books or DVD's, and the colorful new entryway too.

Mixed Use Forum

The Northern California Redevelopment Association hosted a speakers panel at the Tower Theater, March 8, on Mixed Use Development. Speakers representing the development, municipal, architectural, and financial communities provided short presentations on mixed-use projects and then responded to questions from the audience consisting primarily of officials from local governments.

This event was attended by over forty people and is the first in a series of events that will be hosted by Northern California Redevelopment Association (NCRA). The NCRA will build on the success of this forum by scheduling more educational seminars that benefit redevelopment project areas.



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mixed-use development
more than one use existing within a building; typically retail, office and residential

April 21

6:00-9:00pm

916-803-ARTS

www.jointhearts.com

PLACER VALLEY

3rd
Saturday
Art Tour

April 20-22



PLACER COUNTY
Strawberry Festival

Placer County Fairgrounds
Washington Blvd.

www.strawberry-festival.com

Coming Soon!



Every Tuesday 5-9pm
May, June and July

Vernon Street will be filled with live entertainment, activities for children including a fun zone, a farmer's market, and a wide variety of food and craft vendors. Plan to spend Tuesday evenings strolling through the classic car display, listening to live music, buying farm-fresh produce, and enjoying the warm evenings of spring and early summer.

EVENT INFO AND PICTURES:
www.downtownroseville.com

Snap Shots brought to you by:

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

