DOWNTOWN ROSEVILLE
The Heart of Roseville

Snap Shots

Redevelopment News - May 2007

Mark Your Calendar

May 2 **6:00pm**
Downtown Roseville
Merchants Meeting
A Dash of Panache
217 Vernon St.

May 9 **8:00am**
Chamber Revitalization
Committee Meeting
Chamber Office
650 Douglas Blvd.

SUBSCRIBE TODAY!

Sign up to receive
Snap Shots
www.roseville.ca.us/enotify
click on
"New Subscription"

Your Team

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

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

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

Kevin Payne
774-5256
kpayne@roseville.ca.us

Downtown Tuesday Nights

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.

Find out more at:
www.downtownroseville.com

Free concerts on the West Park Stage featuring the following bands:

May	
1	Innersoul, R&B and Old School www.innersoulband.com
8	Cuesta Drive, Rock, "ORIGINAL" www.cuestadrive.com
15	The Tune-Ups, Rock and Roll www.thetuneups.com
22	Kyle Hernandez, Latin Jazz www. kylehernandez.com
29	The Refinery, Rock, "ORIGINAL" www.myspace.com

Historic Progress

During the past month, work was completed on several important elements of the Historic Old Town Streetscape project including: final concrete pours for the new retaining walls on Washington Blvd; all the underground utility work in Pacific Street and Lincoln Street (between Pacific Street and the main intersection); and pulling of all the electrical wiring in the first phase of the undergrounding of the overhead utilities. Work is also

progressing on the completion of paving Lincoln Street (between Pacific Street and the main intersection) and, Pacific Street and the parking lot next to the Barker Hotel. Once the paving is completed - no later than Friday, May 11 – patrons and staff of businesses at this end of the District will once again have access to on-street parking, and a completely paved, striped and lighted parking lot next to the Barker Hotel.

During the month of May, the project will focus on the following activities:

continued on page 2...

CITY OF ROSEVILLE CALIFORNIA
Always Amazing.

Merchants Corner

Spolighting: Funky Zone
For the past 3+ years Mike Najjar has provided the type of eclectic and interesting business that is typically found in any successful downtown. Funky Zone, located at 130 Vernon Street, is reminiscent of a number of shops located in Old Sacramento.

The Funky Zone inventory includes smoke shop and body piercing accessories, a variety of themed t-shirts, premium cigars, and a number of other gift items. Mike strives to provide a high level of customer service and to offer a Roseville source for his clientele.

Mike is also an active participant in the Downtown Roseville Revitalization effort. He has always been willing to discuss the effort and assist in programs such as the annual Christmas light installation. He is currently working with the City regarding the placement of a new decorative bench on his corner to accommodate both his customers and those of his neighbors.

Historic Continued

- Underground work (new sewer, storm and water lines) in Church Street and upper Lincoln Street (between the main intersection and the Rainbow Bridge),
- Installation of electrical conduit in Grove alley and upper Lincoln Street, and
- Demolition and re-pouring of curb/gutters and sidewalks.

If you happen to be in the District, be sure to look for some of the improvements that are coming up out of the ground. Along with the retaining walls on Washington Blvd. a significant transformation is taking place on Pacific Street along the train tracks. Not only is the dilapidated chain-link fencing being replaced with a black wrought iron fence, but the worn and weathered street light poles are also being replaced by the new historic style street lights selected for the project. In short order this section of the District will have a **whole new look and feel that will be very exciting to see**. For project questions please contact Mark Wolinski at 774-5179 or mwolinski@roseville.ca.us

Save more

Your business can save money by saving water and the City offers merchants free programs to help you figure out how! Contact the Environmental Utilities Department about these programs:

Water-Use reviews
A certified water-use specialist will work with your facility manager to identify equipment inefficiencies and provide a detailed report summarizing all findings and improvement recommendations.

Toilet rebates
Receive up to $125 per toilet when you replace older (pre-1992) toilets or urinals with new high efficiency models.

Applications available on-line at www.roseville.ca.us/savewater or call 774-5761

Snap Shots brought to you by:
City of Roseville
Planning & Redevelopment Dept.
311 Vernon St.
Roseville, CA 95678
www.roseville.ca.us