Brief History of Roseville

For over a thousand years, the South Placer grasslands were home to the Maidu Indians. Then, in 1849, the discovery of gold brought prospectors and forever changed the landscape.

In 1864, a track-laying crew from the Central Pacific Railroad came eastward from Sacramento with the nation's first transcontinental railroad. They crossed a small rail line that linked Lincoln and Folsom, and named this crossing Junction.

Junction eventually evolved into Roseville, a small trading center for nearby farmers. The area was overshadowed by Rocklin until 1906, when the Southern Pacific Railroad roundhouse facilities moved to Roseville. The city incorporated in 1909, built sewer lines, and organized a fire department. Between 1911 and 1914 more than 100 structures were constructed in the town. In 1913, the world's largest ice manufacturing plant was constructed in Roseville to chill produce being shipped throughout the country.

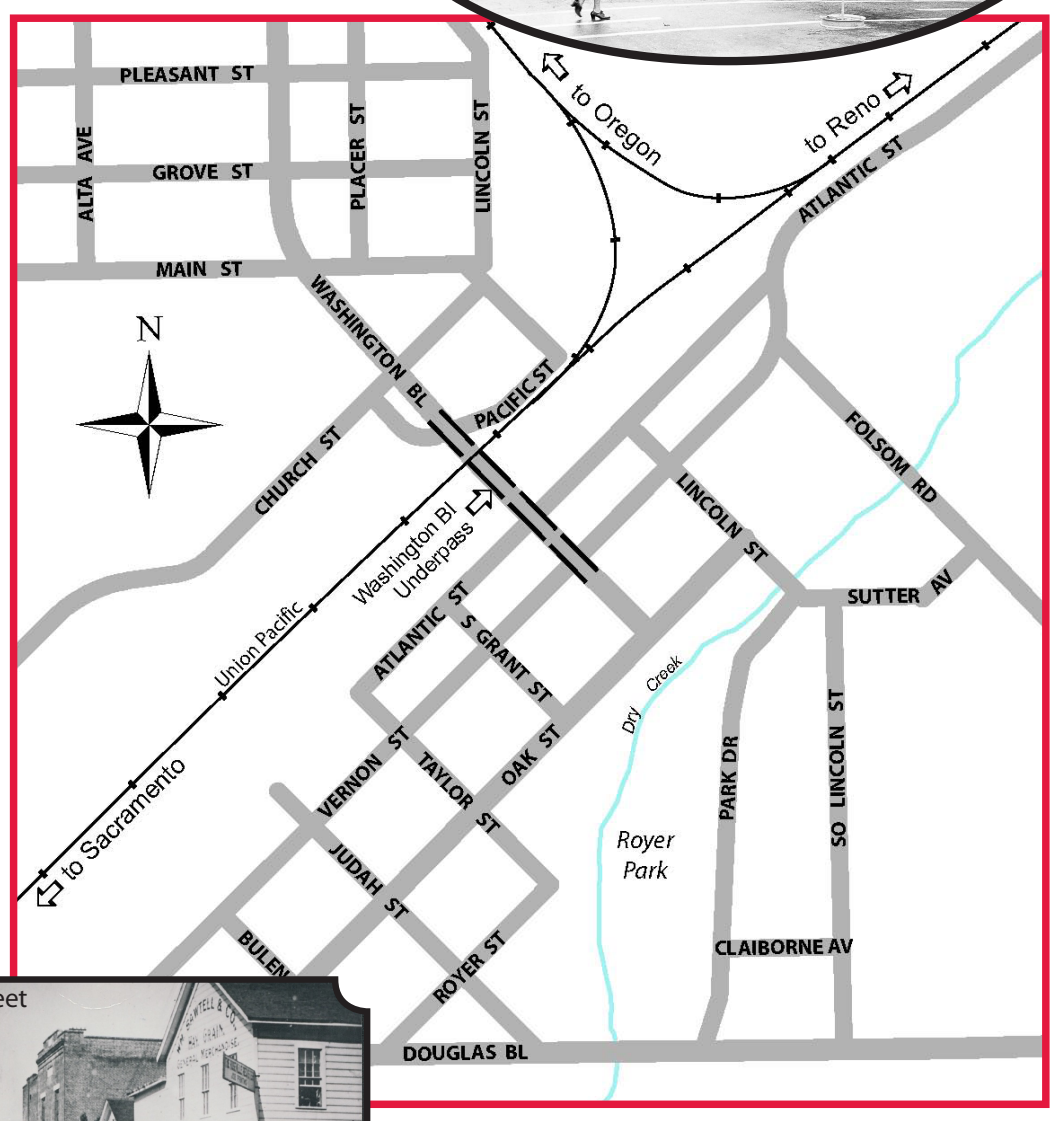
By 1929, the Roseville railroad yard employed over 1,200 people in order to assemble trains, repair engines, and handle freight. Although the Great Depression would hit Placer County hard, more than 2,000 of Roseville's unemployed found jobs building public infrastructure as part of the Federal Works Progress Administration. Many Roseville sidewalks still have W.P.A. embossed in the concrete.

With the onset of World War II, the Roseville rail yards became busier than ever. A post-war building boom brought upgrades to the city electric system and the construction of a new hospital. In 1950, the construction of the Washington Underpass was completed. As the fifties progressed, the railroad faced competition from the airlines and interstate truckers. Interstate 80 then came through Roseville, effectively linking South Placer County with the rest of Northern California. Folsom Dam, completed in 1955, provided the city with a dependable domestic water supply.

By 1964, the 100 year old city embodied the ideal of a small American town. In fact, *Look Magazine* named Roseville an "All America City."

More recently, Roseville has grown into a progressive, vibrant city of over 100,000 people. Beginning in the 1970s, corporations began to relocate here. Development surged and Roseville emerged as a regional retail center. While Roseville is no longer dependent on the railroad, its roots as a "junction" are as evident today as they were in the 1860s.

DOWNTOWN ROSEVILLE
The Heart of Roseville



Points of Interest

*** Railroad Viewing Platform**
Lincoln and Pacific Streets (Near #10 on map)
The platform offers a raised vantage of Roseville's expansive rail yard, once touted as the largest railroad repair facility west of the Mississippi. The business districts that parallel the tracks were once connected by a Lincoln Street crossing.

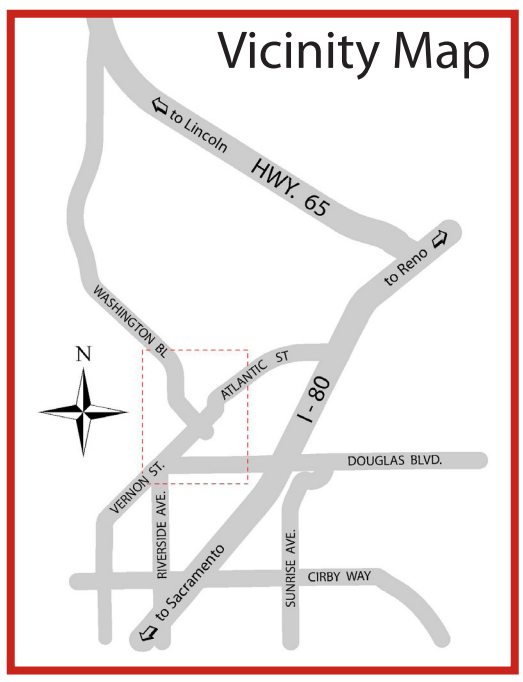
*** Blue Star Memorial By-Way Markers**
110 Park Drive (Refer to #19 on map)
Two Blue Star Memorial By-Way Markers are located on the front stairs of the Veterans Memorial Hall. Since 1943, Blue Star Markers have been placed to honor the U.S. Armed Forces.

*** Benito Juarez Statue**
Royer Park (In the park, #20 on map, near Douglas Bl.)
The bust of Benito Juarez was donated in 1980 by the Heredia family to honor Roseville's Mexican population. President Juarez is known as the Father of Independence and the Abe Lincoln of Mexico, he advocated for the abolition of slavery.

*** Civic Center Time Capsule**
311 Vernon Street (refer to #21 on map)
Roseville's 2009 Centennial Celebration included the placement of an underground time capsule in front of the 2000 pillar.

*** Columbus Statue - Post Office**
330 Vernon Street (refer to #22 on map)
Italian artist Bruno Cabrillo carved this sculpture from Italian Marble. It was given to the city by the Son's of Italy Lodge #1413 as a bicentennial gift in 1976, dedicated during the 50th Anniversary celebration of the Lodge.

*** Washington Boulevard Underpass**
(Vernon Street entrance - between #23 & 24 on map)
The underpass was opened in 1950 to eliminate a traffic issue at the former Lincoln Street railroad crossing. It was christened the "Seawell Underpass" after State Senator Jerry Seawell, who helped secure the project funding. The underpass is a direct pedestrian link between Historic Old Town and Vernon Street.



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"History with its flickering lamp stumbles along the trail of the past, trying to reconstruct its scenes, to revive its echoes, and kindle with pale gleams the passion of former days."

-Winston Churchill

The Historic Roseville Walking Tour guide has been updated by a volunteer subcommittee of the Roseville Chamber of Commerce Economic and Government Affairs Committee.

A special thank you to the following volunteers for their contributions to this updated tour guide:
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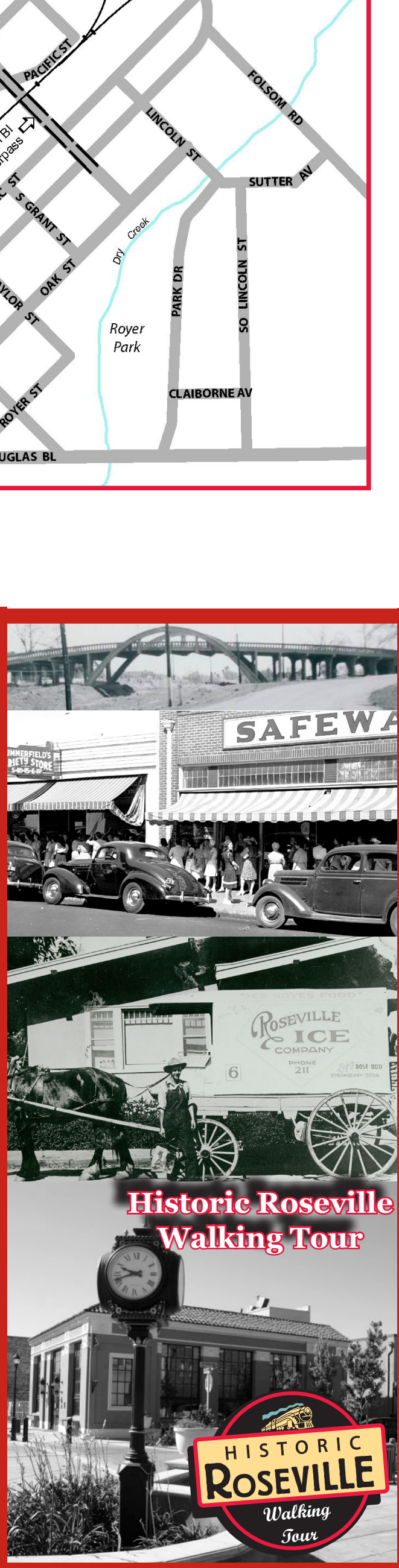


SECTION 1:
HISTORIC OLD TOWN WALKING TOUR

1. Carnegie Museum - 557 Lincoln Street
Constructed in 1912 as Roseville's first library. Built with Lincoln brick and terra cotta, Rocklin granite, and Roseville labor on land donated by A.B. McRae. Financially assisted by the Andrew Carnegie Foundation. Served as the library until 1979. It now houses the Roseville Historical Society's Carnegie Museum.

2. Sierra Vista Bridge - Lincoln Street and Sierra Boulevard
Officially named the Sierra Vista Bridge, some refer to it as the "Crooked Bridge." Built to connect Historic Old Town to the original Sierra Vista subdivision, the cement bridge was constructed in 1929 to replace the wooden bridge built in 1907.

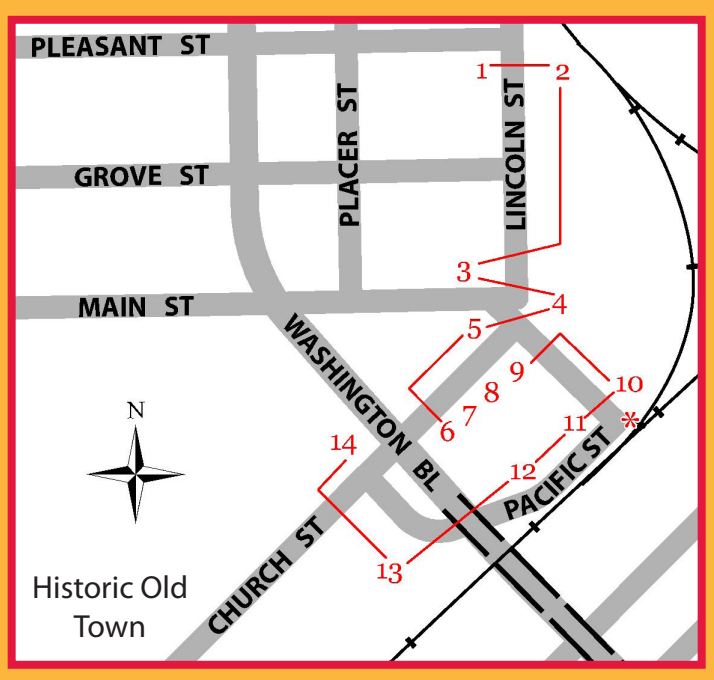
3. McRae Building - 108 Main Street ✪
Completed in October of 1908, the McRae Building was the cultural center of the community. The upper level housed the McRae Opera Hall, the site of plays, dances, boxing matches, and more. From 1919-1924, it was home to Rosville's post office.

4. Firehouse No. 1 - Intersection of Lincoln and Main Streets
This was Roseville's first fire station. It was constructed in 1927 to replace a hose cart house.

5. Andrews Market Block – 101 Main Street
This building replaced Ed Hammill's 1880 blacksmith shop. It was built by A.B. McRae and John Hill in two stages between 1916 and 1924. From 1926-1978 Fred Miller operated the popular Andrews Market on the ground floor, with Dr. Louis Jones upstairs.

6. Transcontinental Railroad Landmark - 133 Church Street
State Landmark No. 780, which was dedicated in May of 1969, recognizes Junction's (Roseville's) role in the completion of the nation's first transcontinental railroad. The landmark commemorates the 100th anniversary of the completion of that line on May 10, 1869.

7. First Funeral Parlor - 117 Church Street ✪
This building, constructed in 1915 for Roseville's first funeral parlor, is one of the best remaining examples of early 20th century architecture in Roseville. The location housed the Roseville Tribune and Register from 1924-47 and the Roseville Printing Company from 1947-98.



8. Owl Club - 109 Church Street ✪
The Owl Club, at this location since 1934, displays a renovated 1940s façade and an interesting neon sign. The building was constructed in 1920 for a grocery store operated by Louis Manfredi. From 1925 to 1978, the New China Café occupied the upper level.

9. Roseville Banking and Trust Company - 341 Lincoln Street ✪
The Italian Renaissance style Bank of Italy Building was constructed in 1927 on the site of Roseville's first 'real bank'- the Roseville Banking and Trust Company (circa 1907). The building housed the Bank of America through the 1970's. Note the sculpted cornice, the ornate brass entry doors, and lanterns.

10. Barker Hotel - 302 Lincoln Street ✪
The hotel was built by C. Henry Barker in 1911 on the site of three earlier hotels – the Western, the Ross Home, and the original Roseville Hotel (1869).

11. 1st City Hall - 301 Lincoln Street
In 1909, the newly incorporated City of Roseville selected the Munson/ Johnson Building as the first permanent city hall. The city rented the upstairs for $12/month, including janitorial service. A new brick building was constructed after the original burned in 1916.

12. IOOF Building - 110 Pacific Street
The Roseville Odd Fellows #203, Independent Order of Odd Fellows instituted in 1872, met upstairs in the J.D. Pratt Store and the Munson/ Johnson Building. In 1878, Mr. Pratt built a one story brick building on Pacific Street. When completed, he sold the air space above this building to the Odd Fellows, who constructed their building above his. It is the oldest commercial building in Roseville.

13. Railroad Station - 201 Pacific Street
Roseville's station is a replica of the "turn of the century" Southern Pacific stations. This site originally housed the old Southern Pacific Clubhouse, which provided trainmen with sleeping quarters, meals, a barbershop, and "wholesome recreation."

14. First Methodist Church - 109 Washington Boulevard
Roseville's first permanent church was built in 1882. The church sits on land donated by Anna Judah, widow of Roseville pioneer Theodore Judah.

SECTION 2:
VERNON ST. CORRIDOR WALKING TOUR

15. Vernon Street School - 725 Vernon Street
The "Rock of Roseville" Church is an accurate re-creation of its predecessor; the Vernon Street School. The Italian-styled school served as the principal elementary school for the area's neighborhoods from 1925 to 1974.

16. Chamber of Commerce Building - 700 Vernon Street
This building was built in 1915 for the Placer County Chamber of Commerce. Originally located near Roseville's train depot, the structure provided a colorful exhibit of Placer County's agriculture.

17. Tower Theater - 421 Vernon Street ✪
The Art Deco building was completed in November 1940. Roseville's entertainment center was refurbished in 1955, after a fire, to accommodate Cinemascope and stereophonic sound. Operated as a movie theater until the 1970s.

18. Haman House - 424 Oak Street ✪
Built in 1909 by William Haman, a member of the city council, county board of supervisors, and manager of the Placer County Winery. A private zoo was once a part of the garden.

19. Veterans Memorial Hall/Ice House Bridge - 110 Park Drive
Situated side by side at the northern end of Royer Park are the Veterans Memorial Hall and the Ice House Bridge. The hall was completed in 1930 to honor Roseville's war veterans. The Ice House Bridge, built in 1925, was originally located on lower Vernon Street where it allowed employees of the Pacific Fruit Express Ice Plant to cross over the tracks on their way to work. It was relocated in 1986.

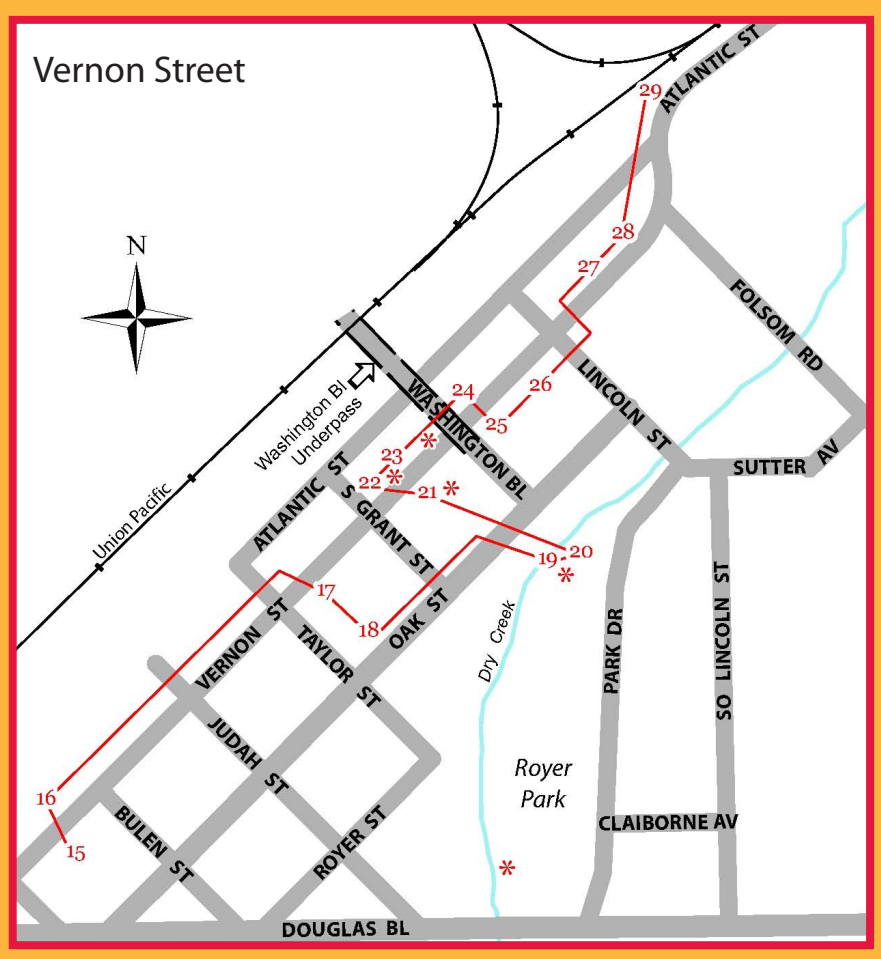
20. Royer Park - 100 Park Drive
Created in 1917, Royer Park is Roseville's first major park. It was named after the pioneer Royer family, who sold the land to the city. The park has always hosted festivals, families, and special events.

21. Civic Center - 311 Vernon Street
Renovated in 2002, Roseville's City Hall has been situated on the site since 1987 in what was once a Bank of America building. Prior uses of this location included the home of Tom Royer, the Tanner rooming house, and Lambert's funeral home.

22. Post Office - 330 Vernon Street
Roseville's main post office was constructed in 1935 as part of the inaugural national W.P.A. program. Remodeled in the 1970s. A large wooden carving depicting postal services is prominently displayed inside the post office.

23. City Hall Annex - 316 Vernon Street
This was the site of Roseville's original Presbyterian Church – the foundation of which was laid in December 1882. The city acquired the Mission style building in 1911. It functioned as the City Hall until 1987, when most operations were moved across Vernon Street to the new Civic Center.

24. West House - 345 Atlantic Street ✪
The West House was built in 1909 as a restaurant and rooming house.



25. Masonic Temple/Roseville Theater - 241 Vernon Street ✪
Constructed in 1926 with a Spanish tile cornice and Moorish relief, the building houses the Masonic Lodge on the second floor, while the lower level has been used as a movie house and a live theater.

26. Forlow and Gordon Blocks - 201 to 227 Vernon Street ✪
Constructed in 1922, these buildings, each with retail along the streets, helped identify the 200 block as Roseville's commercial center from the 1920's - 1950's. The second floor of the Forlow Building contained offices and an apartment, while the Gordon Block provided rooms for railroad employees at the Vernon Hotel.

27. WWII Monument - 106 Vernon Street
During WWII, Roseville sent 1,250 men and women to war. At almost 20% of the local population, this was one of the highest percentages in the nation. The memorial was created to honor those WWII veterans. It lists 1238 names and depicts the Iwo Jima Flag Raising.

28. Roseville Telephone Museum - 106 Vernon Street
The Roseville Telephone Company created this museum, which displays original telephones designed by Alexander Graham Bell in 1876, early switchboards, and novelty phones.

29. Locomotive 2252 - Atlantic and Vernon Streets
Donated to the city in 1956, the locomotive is one of the oldest SP 4-6-0 locomotives in existence. Built in 1897, it pulled passenger trains and provided fire protection for Donner Pass snow sheds.

*** Points of Interest - See list on back panel.**

✪ Recognized by the Chamber Plaque Program