

# Snap Shots

Redevelopment Newsletter • March 2008

#### Mark Your Calendar

March 5 6:00pm Downtown Roseville Merchants Members Meeting Civic Center 311 Vernon St.

March 10 7:00pm Roseville Revitalization Committee Meeting Civic Center 311 Vernon St.

March 12 8:00am Chamber Revitalization Committee Meeting Roseville Chamber 650 Douglas Blvd.



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#### **Historic Plaza**

A feature that quickly emerged during the design workshops for the Historic Old Town Streetscape was that of restoring the Main/ Lincoln/Church Street intersection to a plaza area. In the early 1900s, a gazebo was located near the old fire station where summer concerts. were held and people gathered just to enjoy the day. The community wanted to design a place where small gatherings could be held or where a person could just sit and relax, thus returning the intersection to its original configuration. The new intersection meets the goals of recreating that type of gathering area complete with benches, landscaping and seat-walls. In addition to these changes, a classic historic-style clock has been installed in the plaza area. The clock is a beautiful, dark green with gold accents and it adds a distinctive elegance to the setting. Be certain to look for this notable addition to the District the next time you're visiting the area.



#### **Bar Basic**

**Bringing a New Swagger to the Historic District** — Historic Old Town is gearing up to move into a new era now that the new streets and sidewalks are completed, and the landscaping, street furniture and construction is nearly complete. The streetscape project represents an important investment into Historic Old Town that will attract new businesses and strengthen the area's economic viability. One business taking advantage of the improved streetscape is a new urban kitchen and bar, "Bar Basic" scheduled to open in April at 112 Pacific Street.



The first Bar Basic opened in San Diego in 2006 and quickly became one of their hottest new bar/urban kitchens. The urban bar features a simple menu of thin-crust, brickoven pizza pies with a variety of toppings and libations in

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### **At Your Service**

This month we took the camera away from Chris Shepard and made him sit in front of the lens. We wanted to take a moment to introduce and thank the man behind the camera who usually brings you the colorful photos seen in Redevelopment materials, such as Snap Shots and the Annual Report. Thank you to Media Staff/ Photographer Chris Shepard for the many fantastic photos he provides!



## Bar Basic continued...

a fashionably gritty environment. The garage-style doors open up to brick walls and concrete floors. The property owner, Mike Rapport, was looking for a tenant that would bring great food, an upscale lounge and a major latenight destination into Historic Old Town. According to Rapport, "too often people make the mistake of bringing in a common concept into a special (uncommon) area. With the streetscape the timing was right to look for a hip, invigorating new business that would take advantage of the improvements."



The new art gallery, located at 405 Vernon Street, had a great turnout for their grand opening on Feb. 2. Visitors enjoyed kids activities, live music, wine and cheese throughout the event. Roseville Arts is excited



to present "Art and Illusion: Selections from the Frederick R. Weisman Foundation" as the Grand Opening Exhibition. Such a significant selection of art has never before been seen in Roseville. The collection celebrates artists' use of illusion and humor to create new ways of looking at the world.



www.rosevillearts.org



# Roadway improvements in 2008 take a bite out of congestion —

This year those who live and work in Roseville will see an unprecedented number of roadway improvement projects that ultimately make driving easier. In the short-term, drivers may be inconvenienced by roadway construction, however the results will be worth it as we enjoy these improvements for years to come.

Major roadway projects this year:

- Cirby Way Improvement Project
- Interstate 80 Widening Project
- Pleasant Grove Blvd & Highway 65 Interchange

#### • Riverside Avenue Streetscape

Construction progress and road closures can be monitored at: www.roseville.ca.us/road or by signing up for the Road Closures & Detours email notification service at www.roseville.ca.us/subsciption (and click on "New Subscription").



One womans fears of aging (Look, I'm not turning 50 for another hour and 20 minutes!) sets off a rollicking musical filled with spirit, attitude and fun!

Playing April 11 - May 17 at the Roseville Theatre, 241 Vernon St.

Fridays and Saturdays at 8:00 pm Sundays at 2:00 pm (916) 782-1777 www.mcircle.org

Ask about pre-show Dinners and Brunches!



Snap Shots produced by City of Roseville Planning & Redevelopment 311 Vernon St.
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