

# Snap Shots

Redevelopment Newsletter • March 2009

#### **Mark Your Calendar**

March 04 5:30pm Downtown Merchants Meeting at Tower Theatre 421 Vernon Street

March 09 7:00 pm Roseville Revitalization Committee meeting at Civic Center meeting rooms 311 Vernon Street

March11 8:00am Chamber Revitalization Committee Meeting at Chamber of Commerce 650 Douglas

#### **Your Team**



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#### **Nubbins Is Back!!!**

In January 2008, a severe storm dealt a nearly fatal blow to Nubbins Drive-In. The storm ripped the majority of the roof from the building and exposed the interior to extreme water damage. The destruction caused the business to be closed for nearly a year while repairs were made to the building.

After many months of construction, which included rebuilding the roof, installing new electrical service, upgrading the plumbing and installing new equipment, the beloved Roseville icon opened in early February. Once again, they are serving their great American drive-in food. For many, the loss of having a Nubbins double-cheese burger, an order of garlic fries and a soft drink for lunch was almost unbearable. In fact, during construction the subcontractors said many people would stop by and implore them to work faster so they could once again get their "Nubbins fix". (Continued on page 3)

## New Downtown Marketing Effort

In January the Roseville
Revitalization Committee
appointed a three member
marketing subcommittee to
evaluate and refine the marketing
strategy for the Downtown. The
purpose of this ad hoc committee
is to:

- identify and prioritize the primary audiences, messages, and marketing activities;
- evaluate and make recommendations on the resources required to carry out the marketing activities; and
- work with the Downtown Business Attraction Team to coordinate marketing activities.

The subcommittee will be meeting regularly through March and then as needed. The subcommittee's recommendations will be reviewed by the Roseville Revitalization Committee.



### **At Your Service**

## **Thank you Darci Frank!**

The Redevelopment Agency would like to thank Darci for all of her vears of hard work and dedication promoting Downtown Roseville. Darci recently accepted another position in the City's Alternative Transportation Division. Darci was a great asset to the team and her expertise and "can do" attitude will be missed! Darci is the originator of the Snap Shots Newsletter and coordinated many successful Downtown events and promotions during her tenure. In addition to Darci's new responsibilites, she will also be taking some time off with her new baby due April 1st. Darci and her husband live in Roseville with their two children and their dog, Dodger.



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## Specific Plan Public Outreach Expands

The public outreach efforts surrounding the Downtown Vernon Street & Historic Old Town Specific Plan were recently expanded. A portable banner highlighting the plan proposed creek side development scenario was installed in the lobby of the Roseville Theater. In addition, the Civic Center lobby has a display that offers a continuous loop of a specific plan themed video. The video provides a narrated view of potential development projects throughout Downtown Roseville.



# Grand Opening "Turn the Page Press"

Beverly Bos, the owner of a successful bookstore "Turn the Press Company" is moving to 213 Venon Street. There will be a soft opening on March 15-17th. The opening will feature a series of activities and will offer a great opportunity for children and adults alike to enjoy all the books and materials the store has to offer. For more information call (916) 786-8756 or visit www.turnthepage.com.

# Carnegie Library slated for National Register of Historic Places!

In August of 2008, the Roseville Historical Society submitted an application to the State of California Department of Parks and Recreation requesting that the Carnegie Museum be listed on the National Register of Historic Places. A volunteer from the Carnegie prepared a beautifully written application detailing the history of the Carnegie Library, now the Carnegie Museum, which was accepted for consideration by the State Historical Resources Commission.

The State Historical Resources Commission voted to send the Carnegie Library nomination for the National Register of Historic Places to the Keeper of the National Register in Washington D.C. Essentially this means that the nomination will be approved because the State of California has forwarded their affirmative recommendation.

The City's Centennial Celebration activities include the placement of a plaque at the Carnegie Museum designating the building as a landmark on the National Register of Historic Places.

Congratulations to the Roseville Historical Society!

Please Vote!

KCRA is hosting their annual
"A-List" Downtown. Please
vote for your favorite Roseville
businesses!!

http://kcra.cityvoter.com/
contests/2009-kcra-3-a-listcontest/4367

#### **Nubbin's continued:**

Nubbins opened in 1976 and was operated by the grandparents of the current owner Stephanie Neels. Stephanie's grandparents bought the building after a family friend told them that the building was for sale. Nubbins opened shortly afterwards and the drivein has been in the family ever since. Stephanie's mother Marie purchased the restaurant from her parents and operated it for 19 years. It was during this time that she introduced Stephanie to the business. Stephanie began working full-time at the drive-in when she was a freshman in high school and has been working there ever since. Stephanie and her husband Jay have owned the drive-in since 2007.

Nubbins reopened to much fanfare. Television stations did live telecasts from the drive-in, cars packed the parking lot and people were lined-up 4-5 deep waiting to get their first Nubbins lunch in over a year. There were smiles all around. It was evident that the storm had created a significant challenge for the business. But, at the end of the day everything is as it should be in Roseville because Nubbins is back in business!

Nubbins is open M-F from 8:30 AM – 5:30 PM. They now serve a breakfast menu that includes an outstanding chorizo burrito. Nubbins is located at 308 Washington Blvd. Phone 782-2084.





The District
(Historic Old Town)
St. Patty's
Celebration
Saturday, March 14
For More Information
http://www.myspace.
com/rosevilleblockparty



# Downtown Specific Plan - share your input

Meetings are scheduled to allow for continued public input on the final draft of this project:

March 18 - City Council – 7 p.m., Council Chambers April 1 - City Council – 7 p.m., Council Chambers

The Downtown Specific Plan, and associated documents are available on the City's website at www.roseville.ca.us/planning/ redevelopment

Tune to the City's Focus Show this month hosted by Council member John Allard, to learn more about the Downtown Specific Plan you can see this feature on COR- Comcast channel 14 & Surewest channel 73 or you can view online at Roseville.ca.us/tvschedule

# **April Events!**

Roseville Centennial Celebration April 18!

Downtown Specific Plan Celebration April 23!

