

# Snap Shots

Redevelopment Newsletter • August 2010

www.roseville.ca.us/redevelopment

#### **Mark Your Calendar**

August 4 at 6 p.m.

Downtown Merchants Meeting A Dash of Panache 217 Vernon Street

August 11 at 8 a.m.

Chamber Revitalization Committee Meeting Chamber of Commerce 650 Douglas Street

August 16 at 6 p.m.

Historic District Merchants Meeting

Boxing Donkey - VIP room 300 Lincoln Street

### 3RD SAT ART WALK . COM

3rd Saturday Art Walk

August 21, 6:30 - 9 p.m. www.roseville.ca.us/downtownevents



Royer Park - 6 pm August 15 -80Z Allstars

September 19-Mumbo Gumbo

For more information: www.rosevillemusicinthepark.com

Follow Downtown event updates at: dt\_rsvl\_events on Twitter!

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More Downtown events page 2...

### Notice of Funds Availability update

The Redevelopment Agency in coordination with the City's Housing Division released a Notice of Funding Availability (NOFA) on April 9, 2010. The NOFA solicits applications from the development community for up to \$4 million in funding to assist in the development of rental housing in the Downtown area. This effort was a culmination of the following efforts: securing \$6 million in taxable bonds in 2006, the work of the Housing Task Force in adopting the Comprehensive Affordable Housing Strategy in 2008, and the adoption of the Downtown Specific Plan in April 2009.

The application deadline was July 8th, and the Housing Division received four developer proposals. The award of these funds is a competitive process. Each application will be reviewed for the value that it brings to implementing the vision of the Downtown. A Selection Committee has been established that consists of 5 members of the Roseville Revitalization Committee (RRC) and 3 Agency staff members.

The Selection Committee will be reviewed the qualified proposals through the month of August. Recommendations will be presented to the Roseville Revitalization Committee at a special meeting scheduled for August 30th. Additionally, a Council workshop will be held to inform the Council and Community on the specifics of the qualified projects. Ultimately, the City Council will consider the RRC recommendations and make an initial award of the funding at their meeting on September 15th.

If you have any questions regarding this process please feel free to contact Jan Shonkwiler at (916) 774-5273 or jshonkwiler@roseville.ca.us.

### Downtown Parking Management Plan

The adopted Downtown Specific Plan (DTSP) identifies parking as an important component of the Downtown's vision.
Project consultant Fehr & Peers submitted a draft Parking Management Plan (PMP) and the strategies they recommended were incorporated into the DTSP. Strategies included:

- Institution of Market-Rate Pricing,
- Installation of computerized "Pay by Space" parking meters,
- Retention of meter revenues for use in the Downtown,
- Reduction of traffic intrusion into neighborhoods, and
- Recommendations regarding parking facilities.

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## Building a Downtown Retail



Downtown Roseville's retail roots began in 1865 with the opening of the pioneer store on the corner of Atlantic and Lincoln Streets. As the railroad grew, so did Downtown Roseville. The core of the town provided residents with retail and service needs including groceries, grain trade, barber shops, drugstores, furniture and hardware stores, hotels, a post office, blacksmiths, salons and a billiards hall.

While the retail needs of today's Roseville residents may have changed, Downtown Roseville remains the core of the City and has a strong retail presence. The retail services provided Downtown include consignment, florists, books, hobbies, home décor, convenience, antiques & furniture, flowers & gifts, art, guitar, trophy, jewelry, cookie sales, and bakery stores. These establishments make Downtown Roseville an attractive and unique place to shop.

As Roseville continues to evolve, a key component to maintaining a strong Downtown is preserving this eclectic mix of retail services.



## Downtown Parking Management Plan Continued...

Although the draft PMP provides a thorough review of the parking environment in Downtown Roseville, it does not establish the specifics for enacting the recommended strategies. Therefore, efforts are currently underway to update and expand the draft document. The Downtown Parking Management Plan will establish a set of guidelines for adopting the aforementioned strategies.

The PMP strategies were defined when they were developed, reviewed, and adopted during the DTSP process. Still, this effort will continue to require input from the entire downtown community. The strategies are in place, but we still need to establish how, when, and where they will be applied.

A rough draft of the Parking Management Plan should be completed in August.

### **Downtown Events**



**Tower Theater** 

Steel Magnolias

July 23 - August 14

**Roseville Theater** 

**Pirates of Penzance** 

July 9 - August 7

The Drowsy Chaperone

Sept. 10 - Oct. 9

For show times and tickets: www.civicwest.org

#### Free Parking!

Visitors to Historic Old Town and Vernon Street can find free parking at several locations Downtown. For a map see: www.roseville.ca.us/downtown



2pm- Dr. Zhivago 7pm- Neverending Story 10pm- Citizen Kane http://mysticcinema.com/

# Movies in the Park

(RCONA Movie Night)

Aug. 7 - Woodbridge Park, 415 Sierra Bl. - "Cloudy with a Chance of Meatballs"

Aug. 21 - Royer Park, 190 Park Dr.
"The Princess and the Frog"

For more information:www.rcona.org