

Snap Shots

Redevelopment Newsletter • September 2010

Mark Your Calendar

September 1 at 6 p.m. **Downtown Merchants Meeting** A Dash of Panache 217 Vernon Street

September 8 at 8 a.m. **Chamber Revitalization Committee Meeting** Chamber of Commerce 650 Douglas Street

WALK . COM

3rd Saturday Art Walk

September 18, 6:30 - 9 p.m. www.roseville.ca.us/downtownevents



September 19-

Mumbo Gumbo Royer Park - 6 pm

For more information: www.rosevillemusicinthepark.com



September (see website for dates)

2pm: Abbot & Costello go to Hollywood

7pm: Pee Wee's Big Adventure

10pm: Mars Attacks Midnight: Caddyshack

http://mysticcinema.com/

More Downtown events page 2...

Riverside Project Wins Award

The Riverside Avenue Project recently received an award from the American Public Works Association (APWA) – Sacramento Chapter. The streetscape and infrastructure improvement project was recognized as the 2010 Project of the Year in the Transportation Category, Construction Division \$2-\$10 Million, Agency Size: Large.

Per the APWA, their awards program annually "recognizes projects that demonstrate excellence in management, administration, design, construction and community relations, as well as the alliance among the managing agency and the consultant/engineer/ contractor who worked together to complete the public works project."

Representatives from Mark Thomas & Co., Inc., Teichert Construction: and the City of Roseville were on hand to receive the award at a ceremony on August 19. Each of the last two Downtown streetscape projects, Riverside and Historic Old Town, have now been honored as an APWA Project of the Year.

twitter*

Follow Downtown event updates at: dt rsvl events on Twitter!

Interest in Downtown **Development** September 2010

Now that Ray Kerridge has joined the redevelopment team as the new executive director. and with the issuance of the Notice of Funds Availability (NOFA) by our Housing Division, there has been resurgence in development locating within the Downtown. Over the past 30 days redevelopment staff has met with several development companies (i.e. Rubicon Development, D&S Development, etc...). These discussions and site tours have reaffirmed the value of the recently approved Downtown Specific Plan and Downtown Code.

The development community has confirmed that the time and effort spent creating the specific plan documents was well invested. The specific plan provides a clear and distinct vision for the Downtown a streamlined regulatory process, and a set of development incentives for desired uses, such as restaurants and mixed use development.

The tools and plans are in place to achieve our vision and revitalization goals, and as long as we are continuing to have development interest in the downtown, they ultimately will be reached!

Building a Downtown: Alternative Lifestyle Businesses

What is it that drives and sustains a strong Downtown? Is it the quality of the businesses: Maybe? Is it finding the proper mixture of office, retail, nightlife and residents that makes a successful Downtown? Many elements are important to the creation of a successful Downtown. One segment that can be overlooked, but should be included in the mix, is businesses that provide services for alternative lifestyles. When a city includes these businesses the potential for having a thriving Downtown is significantly increased.

There are many reasons why this is true. As the workforce changes, people are becoming more interested in participating in different types of activities away from work. Quality-of-life factors are showing up on the agendas of business site selection committees - even in a period of rising unemployment and plentiful labor pools.

Quality-of-life factors influence the life that employees lead during their time off. Cultural activities and accessibility to entertainment are commonly included in the list. Some factors have remained the same, but experts are seeing some new trends. Quality-oflife issues are shifting to reflect corporate America's growing need and desire for diversity. Many companies are looking for inclusive communities that offer diversity and those that appeal to a broad spectrum of races, creeds, and lifestyles.

Companies seeking inclusive and diverse communities often view it as another way to attract the best and the brightest in their fields. Just like other qualityof-life issues, a community's inclusiveness is very hard to quantify. Companies that are concerned about inclusiveness look at city and county leadership and the makeup of businesses as an indication of how diverse and accepting a community really is. Many companies are locating in areas that have an exciting night life and arts community.

Another factor being mentioned more regularly is the existence of a "counter-culture." More and more, communities need to be seen as "fresh" or "hip". People want to know what is happening with the music scene and if there is an alternative culture they can participate in if they are so inclined. This is especially true for bright and talented young people in technology.

Many successful businesses realize that quality-of-life factors are becoming increasingly important to attracting and keeping talented employees. Locating in cities and downtowns that provide a rich and diverse mixture of cultural, nightlife and alternative lifestyle options is crucial to attracting these businesses to a region. Alternative lifestyle businesses help to attract quality businesses and ensure that an area will be successful in the new and emerging economy.

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

Downtown Events



Tower Theater

Crimes of the Heart

Sept. 24 - Oct 23

Roseville Theater

The Drowsy Chaperone

Sept. 10 - Oct. 9

For show times and tickets: www.civicwest.org

blue line gallery

Roseville Arts!

405 Vernon Street (916) 783-4117 www.rosevillearts.org

Saturdays, 1-4pm - Free Kids' Art Activities

September 11, 10am-2pm - Family Arts Festival @ Kaiser

Through September 18: Midflight: Current Work by Vern Peasenell, Mixed Media Show Children's Open Show: What Scares Me Most

Opening Sept. 28 - Preview exhibit for October 8th Lottery for the Arts fundraiser

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