

Snap Shots

Redevelopment Newsletter • November 2011

www.roseville.ca.us/redevelopment

"He was a great asset to revitalization. He will be missed. I hope he enjoys his new position as much as I enjoyed working with him at RRC."

DEL STEPHENSON
Roseville Revitalization Committee
Member

"Mark has been an instrumental leader of in the City and Community team which has planned and successfully revitalized Roseville's Downtown, Historic District and Riverside redevelopment areas. Mark's vision, passion, perseverance combined with his ability to build strong working relationships with businesses, property owners and residents have proven to be critical factors in the City's efforts to make the community's vision for Downtown Roseville a reality".

John Sprague
City of Roseville

"From Day One, I was completely impressed by the City's "great" judgment at hiring Mark, and now it's been about ten years and the man keeps impressing me. Mark is fearless, taking on whatever controversial job is handed to him with little trepidation. He has areat communication skills and can somehow make a presentation about a very complicated subject and make it easily understood. And he has the gift of pulling people together as a team to make anything work, even when they may have different goals. It's obvious that Mark's professionalism has benefited all of us".

Dave Piches

Congratulations Mark!

Mark Wolinski has been a valuable member of the Redevelopment Agency since July of 2000. After eleven years of hard work and dedication to the Agency, he is changing his career path. Mark has officially become the City's new Legislative Analyst.

In this new role, Mark will monitor new legislation, coordinate responses on Citywide legislative issues, and represent the City's position on future State and Federal actions that have the potential to impact the City. His experience in dealing with a variety of complex projects and individuals provides him with the skills to effectively communicate the City's future interest.



While working for the Redevelopment Agency, Mark was instrumental in successful completion of a number of physical improvement projects. He was the lead representative in the Vernon Streetscape Project; Historic Old Town Streetscape and Infrastructure Project; Parking Garage construction; the Tower Theatre renovation and numerous commercial façade rebates and loans. In addition to these important improvement projects, Mark has been invaluable as a conduit for communication between the businesses, neighborhood and interest groups that exist within Downtown Roseville and the Redevelopment Agency.

Mark's reputation as a person who is truly invested in the Downtown, his willingness to take on the most complicated or difficult projects, combined with his knowledge and professionalism has been a great asset to the City of Roseville and the Redevelopment Agency. We wish Mark many years of success as he moves on to his new role within the City, and we are thankful that he is still just a phone call away!

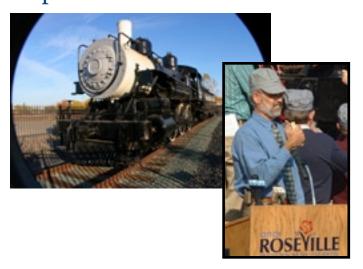
"Back in 2004 when we committed to opening A Dash of Panache on Vernon Street, the TI (Tenant Improvement) process was much more complicated than it is today. Our two-month project turned into 18 months of frustration. Besides delays with our contractor, we ran into roadblocks with plan checkers and several other agencies that had to sign off on our progress. Mark was our savior on this project. Several times when we felt we had no options or resolution for a situation, a phone call to him resulted in a very calming conversation that always resulted in either a reasonable explanation or quick action on the part of the City or County departments involved. He was definitely a key partner on this project and a catalyst in helping improve the process for business owners after us. Mark's dedicated work on the many Redevelopment projects have made significant leaps forward for our downtown. While we will miss him in Redevelopment endeavors, his new responsibilities are equally important and valuable to our community".

Scott Alvord, MBA-MCA, BSCS
Executive Owner, A Dash of Panache
Senior Consultant, Advanced Development Concepts



Mark and Lucinda have been married over 27 years and are the parents of a son, Neil and daughter, Katrina. Mark likes to spend time with his favorite pal "Hank".

We asked Mark to provide a list of his top 10 RDA moments. His response:



10 Keeping the 2252 in the Downtown

When the community made it clear they wanted the old steam locomotive to remain in Roseville, Mark represented the RDA in the effort. He was instrumental in raising the funds necessary to refurbish the 2252, choosing the new display site, and providing the coordination necessary to bring a number of volunteers and businesses together to complete the move.

9 Completion of the Lincoln Street parking lot

As the interest in Historic Old Town continues to grow, so does the need for parking in the district. Mark negotiated a lease with a privately property owner, issued and awarded a construction bid, and managed the construction of 158 additional parking spaces in the Lincoln Street public parking lot.



8 The creation of the Infill Development Team

Development in infill areas like
Downtown Roseville can be particularly
challenging. In response to input from
the development community, Mark
actively participated in the creation of
the Infill Development Team. The team
provides input from representatives
of each of the City's development
departments to applicants interested in
infill projects. To date, city staff have
attended over 80 infill project review
meetings.

THE CONTRACTOR OF THE CONTRACT

7 Assisting with the renovation of 112 Pacific Street

Mark actively assisted the owner of this property, Mike Rapport, throughout the renovation process. This historical brick building now houses Bar Basic, one of the first of many new entertainment businesses to join the Historic Old Town district.





6 Assisting with the renovation of the Tower Theater

As an avid fan of the theater, Mark surely enjoyed helping to revive this worn out facility, and then watching Magic Circle Theater activate as a live theater "in the round." More recently, Mark has worked closely with Stand Out Talent as they continue the legacy of excellent events at this location.

5 Assisting with the renovation of the Roseville Theater

The Roseville Theater is the area's largest live stage venue. From the installation of the new marquee through the recent establishment of the Roseville Theater Arts Academy, Mark has long been a "partner" in the renovation and development of this wonderful Downtown Roseville destination.

4 The efforts to repeal the State's continued attempts of taking redevelopment funds

A tireless champion of redevelopment, he has led an ongoing efforts to discourage the State of California

from solving their budget woes by raiding local funding. In his new position, Mark will continue to represent the Roseville Redevelopment Agency in these and other related matters.

3 Completion of the Vernon Street Streetscape

Vernon Street was the Redevelopment Agency's first full-scale streetscape project. Mark pioneered the public outreach, project design, and construction management techniques that were subsequently applied to the successful Historic Old Town and Riverside Avenue streetscape projects.

1 Completion of the Historic District Streetscape/ Infrastructure project

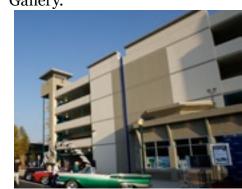
Although his efforts have impacted every inch of Downtown Roseville, nowhere is it more evident than in the



Historic District. Mark owned the Historic District Streetscape/ Infrastructure Improvement project from start to finish. Historic Old Town continues to flourish post construction: new businesses have opened, jobs have increased, parking spaces were added, buildings and facades have been rehabilitated, and two large development projects are currently under consideration.

2 Completion of the Civic Plaza parking garage

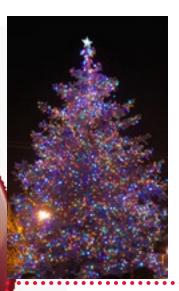
This was a complex public/private partnership with a lot of moving parts. Mark was actively involved in a process that resulted in the addition of more than 500 public parking spaces and a new home for Roseville Arts!, the Blue Line Gallery.



November 2011 Events



Start the holiday season off this year with the 50th Annual Sylvia Besana Holiday Parade on Saturday, Nov. 19. The parade begins at 3 p.m. at the Riverside/Douglas/Vernon intersection, proceeds along Vernon Street, continues on to Folsom Road and ends at the Roseville Square Shopping Center. For additional information, contact the Roseville Chamber of Commerce at (916) 783-8136 or http://www.rosevillechamber.com



Connex of the Sky

Roseville Theatre

Arts Academy

3RD SAT ART WALK . COM

3rd Saturday Art Walk November 19, 6:30 - 9 p.m. www.3rdsatartwalk.com ollowing the parade, don't miss the annual Christmas Tree Lighting! Enjoy holiday fun, music, entertainment, and craft shopping at this annual party. Watch the Mayor and friends flip the switch to light the City's official Christmas Tree outside the Civic Center, 311 Vernon Street, at 6:30 p.m. Many merchants on Vernon Street will have their stores decorated for the holidays, and will stay open late for shoppers.

www.roseville.ca.us/holidayevents

Rapunzel (of the Bayou)

October 8-November 5 All shows are Saturday Matinees, starting at 2 p.m., and tickets are \$8.

For reservations call 772 -2777 www.rosevilletheatreartsacademy.com/

City offices
closed:
November 11 for
Veteran's day.
November 24 & 25
for Thanksgiving
Holiday.

CALL TO ARTISTS

All 5th Grade Students in the City of Roseville Revitalizing Sculpture Park – Public Art Project

Enter your design into a contest to create a "Nature & Wildlife" themed mosaic tile sculpture to be placed at Sculpture Park in Roseville.

For information: www.rosevillearts.org
Facebook: Sculpture Park
Revitalization
or call (916) 783-2339

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

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