

Mark Your Calendar

August 9

7:00pm

Central Roseville Revitalization Committee Special meeting for Historic District Design Civic Center Mtg Rm 1 & 2 311 Vernon St.

August 16

6:00-8:00pm

Riverside Revitalization Steering Committee Civic Center Mtg Rm 1 & 2 311 Vernon St.

August 18

7:00 pm

City Council Meeting/RDA
City Council Chambers
311 Vernon St.

Redevelopment Team

Jan Shellito, Manager 916.774.5447 jshellito@roseville.ca.us

Bill Aiken 916.774.5271 baiken@roseville.ca.us

Karen Garner 916.774.5473 kgarner@roseville.ca.us

Mark Wolinski 916.774.5179 mwolinski@roseville.ca.us



Historic Design

The final Historic District public meeting was held on July 14th. The meeting was attended by over 30 people who came to provide input on the project. The meeting provided a review of the project to date, an overview of the proposed final design, and reports from each of the workgroups on the final design options.

Each of the work-groups were very supportive of the design's historic theme and enthusiastic about the following design options: historic style lighting and street furniture, landscaping including street/decorative trees and plants. improvements to the main intersection of the district that will create a "town center", signage and new decorative improved fencing. pedestrian crosswalks, up-lighting the Rainbow Bridge, and improvements along the Pacific Street fence-line next to the railvard.

A number of other options were also identified by the groups, including the development of a park, a parking lot on Lincoln Street next to the Firehouse, and additional diagonal parking on both sides of the street. These items will be researched over the coming weeks to determine their feasibility.

The final design option will be presented to the Central Roseville Revitalization Committee (CRRC) on August 9th at 7:00pm. If approved by

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Civic Plaza

In March 2004, the City Council and Redevelopment Agency approved proceeding with the Civic Plaza Project located on the 400 block of Vernon Street, at Grant and Oak Streets. The developer, Vernon Street Associates, is now pursuing a larger project at the same location. The developer and his team have met with City staff to determine the feasibility of constructing a four-story office complex, approximately 56,000 sq. ft. with ground floor retail and restaurant and a 550-space parking garage.

The advantages of the four-story option include an improved office building in both material and architecture. A Class "A", steel framework allows for significantly more windows and glass than the three-story project. The look and feel of a Class "A" building will draw quality tenants to downtown. The larger building also allows for a restaurant on the ground floor, something recently identified as a primary reason visitors come to downtown Roseville.

The developers have submitted an application for the larger project. The City is reviewing both projects while the environmental document and required agreements to pursue the four-story option are updated and amended.



Infill Focus Group

On July 8th, city staff hosted a meeting to discuss the unique challenges of infill development. Focus Group participants were Central Roseville property owners. business owners, architects, and contractors that recently made improvements to their property and were involved with the City's development process. This was the first step in improving the process for developing infill projects, particularly in Central Roseville. The meeting was a success with valuable comments regarding, potential solutions, interest in working together to resolve issues and improve processes. Most participants expressed an interest in being part of a larger focus group of "Infill Developers" during this information gathering phase of the project. Participants also recognized that each project in Central Roseville is unique, which adds to the challenge.

Some of the topics discussed and potential solutions identified:

- ■Continue pre-development field meetings
- ■Majority of Central Roseville projects are undertaken by small business owners with limited resources. Changes (necessitated by City requirements and/or unknown conditions) are very costly.
- A succinct checklist would be helpful in identifying key considerations and obstacles for developing in Central Roseville.
- Modifying development standards should be assessed.

For a complete list of comments, more information about the meeting or the City's initiative to establish an infill development team, please contact Aaron Busch, CDD 774-5334 or Mark Wolinski, ECS 774-5179.



Work Continues

Work continues on the Riverside Revitalization Plan. EDAW, the consultant working with the Riverside Steering Committee and City staff, is finishing work on several documents that will help further guide the next steps of the project, including: analysis of existing land use conditions, community design, environmental constraints, transportation, utilities and infrastructure, and market conditions. This information will provide a strong foundation for making project recommendations.

EDAW has also summarized feedback from the first public workshop, focus groups and Steering Committee meeting. The main themes that emerged during the public outreach efforts included:

- Parking availability and location
- Traffic
- Land use mix and desired uses on Riverside Avenue
- Pedestrian-friendly environment
- Public process

Based on the background studies and feedback, EDAW will be preparing some alternative land use and community design scenarios for Riverside Avenue. These scenarios will be presented at the next Steering Committee meeting and Public Workshop and will help to determine the future of Riverside Avenue.

At your service

his month, we are pleased to introduce intern Sam Elmer working in the Economic & Community Services Department to serve you. Sam is working on both Economic Development and Redevelopment projects. Many of you may have first met Sam when he conducted the Central Roseville Business Survey (highlights of the results on page 3). Sam is also developing a program to implement new financial assistance program (known as SCIP, State Wide Community Infrastucture Program) for Roseville businesses. (Look for more information about the SCIP program in the September Snap Shots!)

Sam is a senior at CSU Sacramento majoring in International Business. In addition to school and his internship, he is also employed at United Parcel Service. Sam is also a husband and father of two (we're not sure when he sleeps!).

"The City of Roseville is the place to be and I couldn't pass up the opportunity to take part in the action.

I am excited about my internship with ECS because it gives me an opportunity to learn and to serve the members of the community."

Historic Contd..

the CRRC, the design will be forwarded to the Redevelopment Agency for review and approval on August 18th. For more information please contact Mark Wolinski at 774-5179 or mwolinski@roseville.ca.us.

Survey Says...

The Central Roseville Strategy Update subcommittee decided, at their first meeting, to conduct a survey of business owners in Central Roseville to determine what their primary interests are for the future of Central Roseville.

15% of the 240 surveys distributed, were returned. Every respondent was a business owner:

- •14 owned property
- •15 had been in Central Roseville for less than 5 years
- •20 had been in Central Roseville at least 6 years
- •15 have been in Central Roseville more than 10 years

Among the more recent business owners in Central Roseville (3 years or less) the top three reasons they located in the area were:

- Location
- City's commitment to economic growth
- Close to home

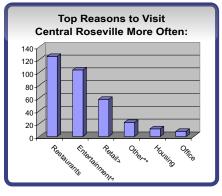
In May, the CRRC suggested a survey be given to attendees of Downtown Tuesday Nights to learn what the community would like to see in the future for Central Roseville. A brief threequestion survey was distributed and collected from 256 attendees. The majority of respondents reside in Roseville, 53% visit Central Roseville weekly, 30% monthly and 17% annually.

"Snap Shots"

published by-

City of Roseville Economic & Community Services Department 311 Vernon St. - Roseville, CA 95678 916-774-5270

www.roseville.ca.us/ redevelopment



The top three reasons cited for coming to Central Roseville, besides Downtown Tuesday Nights, were:

- Special Events
- Post Office
- Restaurants

Complete survey results may be obtained at the Economic & Community Services www.roseville.ca.us/ visit redevelopment. The subcommittee will meet again to discuss a public workshop to begin dialogue about updating the vision for Central Roseville. The survey results will be shared at the workshop. Participants will evaluate the existing vision for Roseville to determine if the vision statement itself requires modification.



It's the last month for Downtown Tuesday Nights on Vernon Street from 5:00-9:30pm.

Don't miss these great bands:

Hip Service Aug. 3 Cactus Fire Aug. 10 Aug. 17 LUNA Aug. 24 Hypnotic 4 Aug. 31 Off Center

For more info: 916-412-6495

6:30pm



Railroad Relationship

Our City is here today because of the railroad and through the years, whether it was the Southern Pacific Railroad of our fathers and grandfathers or the Union Pacific Railroad of our current generations, it has remained an integral part of the community landscape.

Today, it is vitally important that the City of Roseville maintain an ongoing and cooperative partnership with the railroad. This is accomplished in large part through the efforts of Chad Wilbourn, the Roseville Director of Terminal Operations for Union Pacific Railroad. Chad has led a team of professionals from UP that have worked diligently with the City in responding to requests from local residents and merchants. Most recently, Union Pacific dispatched a crew to clean up the entire fence line along Atlantic Street within 24 hours of a discussion with City staff.

Chad also participates in a quarterly Union Pacific Committee meeting at which time he provides the status of ongoing UP operations and addresses public comments.

Chad Wilbourn at the UP Committee Meeting