

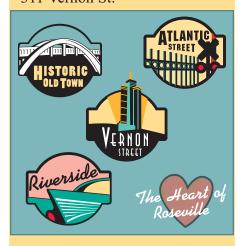
Snap Shots...

Mark Your Calendar

April 6

7:00pm

City Council/RDA Civic Center 311 Vernon St.



Your Redevelopment Team



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Improv

Improved Parking

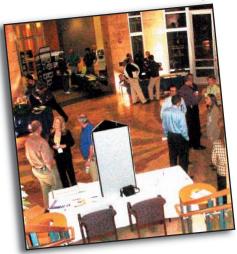
What is the most challenging subject facing all successful downtowns? Is it determining the proper mix of retail, services and office space? How to deal with an aging infrastructure? Where's the best place to have lunch? While all of these items can raise problems for successful downtowns. the number one topic that all successful downtowns grapple with is -parking. Central Roseville is no exception. Although Central Roseville is firmly in the midst of its redevelopment effort, parking issues are beginning to become more of an item for area merchants, their customers and staff.

The Vernon Street parking committee is working developing both short and long-term solutions to these parking challenges in Central Roseville. In the coming months the committee will begin distributing information to Vernon Street merchants on the upcoming Civic Plaza project. The project will construct a 57,000 sq.ft. office building and 550-space parking structure in the 400 block of Vernon Street. The committee will also look at opportunities to add signage that will direct motorist to public parking lots throughout Central Roseville.

The Heart of the Matter

Getting to the Heart of the Matter

- 2005 will mark the beginning of two of three major construction projects in Central Roseville, Historic Old Town Streetscape and the Civic Plaza Project.



Significant staff time is being dedicated to seeing that these projects are successfully completed, including final design of the Riverside Streetscape. It is important to take a moment to remember that these exciting projects would not be possible without the long term support of the existing businesses in Central Roseville. These businesses have created a strong foundation for Central Roseville serving as the heart of the area. This allowed the Redevelopment Agency to acquire bonds to

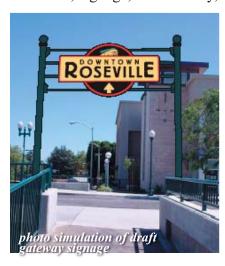
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Underpass Update

For sixty plus years pedestrians, and bicyclists, have traveled between Old Town and Vernon Street via the Washington Boulevard pedestrian underpass. It remains the only direct pedestrian link between these two major Central Roseville commercial corridors. Now, as the two areas begin to attract more attention, the improvement project clearly has an opportunity to enhance and promote this connection.

Initially the primary issues discussed for the project were lighting improvements, noise reduction, signage, accessibility,



and aesthetic features. Although this project has a small budget, especially when compared to streetscape projects, it has been developed with a great deal of care and creativity. Goals for this project are as follows:

- •Provide inviting an pedestrian friendly atmosphere
- ·Improve the visual feel of the walkway by adding color, light, etc.
- the Promote Downtown/ Historic Old Town link through signage
- ·Develop a plan for future enhancement and explore other funding sources.

The expectation is when underpass improvements are completed, the walkway will be as interesting as the destinations to which it leads. The underpass should compliment the ongoing improvements in both areas and serve for years to come as an interesting path of travel between the shops and events that occur within Central Roseville.

At Your Service



In line with tax season, this month's profile features our own Financial Analyst Extraordinaire, Jeannie Kegley. Jeannie has been with the City for 17 years, the last 15 with the Redevelopment Agency. Among the tasks Jeannie completes for the Agency are the annual budget including projection of tax increment revenue, project feasibility analysis, management of capital improvement project funds, annual reports for state agencies and bonding firms, and annual audits. Jeannie also tracks and implements new legislation related tax increment collection and disbursement. Most importantly, through Jeannie's expertise and attention to detail, the Agency has achieved its financial goals Jeannie and her each year. husband Bob have two children and a dog, Molly. In her spare time. Jeannie likes to visit her children, train her dog and remodel her house.

Contract award

Construction RFQ released

Construction Bids due

Jan 06

Construction Contract award

Biz at the Heart, contd.

reinvest \$14 million into Central Roseville. It is with this in mind, that the Agency has developed an educational program structured to provide information and tools to continually assist Central Roseville business and property owners so that the heart of Roseville continues to thrive.

The first educational forum was held on February 10 as an open house event. Five local vendors provided information and assistance to attendees on topics such as business development programs incentives, energy efficiency tips, business benefits through membership in the Downtown Merchants Association and Roseville Chamber the Commerce, and business safety tips. Redevelopment staff was also on hand reviewing upcoming construction and improvements in Central Roseville. Many thanks go to the following vendors for their on-going support of Central Roseville:

- ♥ Roseville Chamber of Commerce
- ♥ Sierra College Small Business Development Center
- ♥ Downtown Merchants Association
- **♥**Roseville Police Department
- **♥**Roseville Electric
- ♥Roseville Office of Economic Development

The next educational forum is



Historic Old Town Intersection Improvements

Since early 1940, the Main Street & Washington Blvd. intersection has remained virtually unchanged. Over the years, it has seen many changes to the city and surrounding neighborhoods. Through it all the intersection has functioned admirably. But time, increased



traffic volumes have taken their toll on the intersection. It needs help. With the upcoming Historic Old Town project just months away, the city's traffic engineering department created a plan to improve the intersection and minimize the impact of building the improvements by adding the work and costs into the Historic Old Town project. The work includes adding new traffic signals, pedestrian walkways and push buttons, a dedicated u-turn from northbound Washington to southbound Washington and a deceleration lane from northbound Washington to eastbound Main St.

These improvements will make this intersection work much more effectively for pedestrians and vehicles alike and will improve the traffic service levels during PM peak hours. As the oldest intersection in the city, with the oldest equipment, and high PM peak hour traffic volumes, the Main Street and Washington Blvd. intersection needs this attention. Ultimately it is a fitting compliment to the other improvements being made in the area and ensures that the intersection functions appropriately in the coming years. For more info contact Mark Wolinski, your Historic Old Town Streetscape coordinator: 774-5179 mwolinski@roseville.ca.us

May 16, 6-7:30pm on "Increasing Business Revenues During Construction".

Downtown consultant Lani Lott, President of L&L Consulting, a downtown management firm, will share valuable information on taking advantage of unique revenue opportunities during the forthcoming construction projects in Central Roseville. Mark your calendar and watch for fliers and details in the next issue of Snap Shots. For more information on this event or future forums, please contact Sam Elmer: selmer@roseville.ca.us. 746-1270

published by
City of Roseville Redevelopment
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