

Snap Shots

Redevelopment News - June 2007

Mark Your Calendar

June 6 6:00pm
Downtown Roseville
Merchants Meeting
A Dash of Panache
217 Vernon St.

June 11 6:00pm Special Downtown Workshop Tower Theater 421 Vernon St.

June 13 8:00am Chamber Revitalization Committee Meeting Chamber Office 650 Douglas Blvd.

June 27 6:00pm Downtown Merchants Full Membership Meeting Civic Center 311 Vernon St. Meeting Rm 1 & 2

Your Team



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Downtown Workshop

The Roseville Revitalization Committee and Downtown Plan Steering Committee are hosting a workshop:

June 11, 2007 • 6:00-9:00pm • Tower Theater

The workshop will focus on the implementation of the Downtown Vernon Street and Historic Old Town Specific Plan currently in progress. An implementation strategy will be developed that will prioritize proposed improvements in the downtown. Similar to the 1999 Central Roseville Revitalization Strategy that provided the foundation for all of the improvements currently in progress, this implementation plan will outline improvements for the next 20 years. Interested persons are invited to attend this interactive workshop and participate in shaping the continued progress Downtown. For more information contact Kevin Payne: kpayne@roseville.ca.us

Downtown Tuesday Nights

After a very successful first month, Downtown Tuesday Nights has an equally action packed schedule of entertainment and activities for the month of June. Spend your Tuesday evenings Downtown on Vernon Street strolling through the classic car display, listening to live music, buying farmfresh produce, and enjoying this special event! Find out more at:

www.downtownroseville.com

June Free concerts:

Below Me: Rock / Blues / Soul

Briefcase full of Blues:
Tribute to The Blues Brothers

The Renegades: Classic Rock

26 La Familia Loca: Classic/Latin Rock, R&B, Old School

Facade Rebate Program

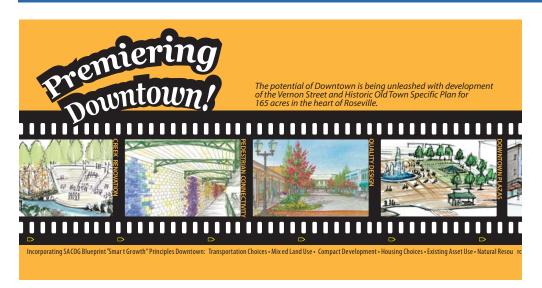
A new and improved façade rebate program unveiled -

As part of the ongoing effort to improve the incentives and programs offered within the redevelopment area, the façade program has been revamped. The Façade Improvement Rebate Program is now available as an incentive to commercial businesses within the redevelopment area that are upgrading their building exteriors.



continued on page 2...





Sneak Preview Campaign Launched

"Premiering Downtown" theme used to raise awareness and gather feedback - Thanks to a "Civic Engagement Grant" from the Sacramento Area Council of Governments (SACOG), the Redevelopment Agency recently distributed a high quality mailer to 50,000 addresses in Roseville. The intent of this marketing effort is to highlight the improvements currently being defined by the Downtown Vernon Street and Historic Old Town Specific Plan.

The specific plan envisions improvements in Downtown Roseville that range from amenities such as a creekwalk, amphitheater, and public plaza to development standards that address pedestrian and transportation friendly designs. Although this plan is still in its earliest stages, the Sneak Preview campaign is designed to inform the community of what the future holds for Downtown Roseville and

to further encourage everyone to participate in the process. A webpage:

www.roseville.ca.us/preview

has been created to provide additional information and solicit community feedback. Many encouraging and constructive comments have already been received.

SACOG has developed seven blueprint principles that urge development and planning activities incorporate "smart growth" concepts. The City of Roseville has long been a proponent of these principles; an expanded blueprint program was adopted internally in 2005. The Redevelopment Agency is excited to be working with SACOG to demonstrate how these values are being incorporated into the revitalization of Downtown Roseville

Facade Grant Continued

Façade improvement projects, which are subject to the review and approval of city staff, are eligible for rebates that are based on the amount of building footage that faces either a public street or public parking lot. This program provides for a rebate of \$250 per foot, up to a maximum of \$25,000, on any approved project. The rebate is provided as a two-thirds reimbursement of actual expenses incurred by the applicant.

Final approval is contingent upon the property owner entering into a Façade Rebate Agreement with the Redevelopment Agency.

Complete program details available on the City website at: www.roseville.ca.us/planning/

redevelopment/incentives_n_
programs.asp

Contact: Bill Aiken at 774-5271, baiken@roseville.ca.us



Stap Shots brought to you by:

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