

Snap Shots

Redevelopment Newsletter • February 2011

www.roseville.ca.us/redevelopment



Mark Your Calendar

February 2 at 6 p.m.

Downtown Merchants Meeting
A Dash of Panache
217 Vernon Street

February 9 at 8 a.m.

Chamber Revitalization
Committee Meeting
Chamber of Commerce
650 Douglas Street

3RD SAT ART WALK .COM

3rd Saturday Art Walk

February 12, 6:30 - 9 p.m.

www.roseville.ca.us/downtownevents

City Offices Closed

February 21, 2011

In Observance of
President's Day

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Snap Shots

City of Roseville

Planning & Redevelopment

311 Vernon Street

Roseville, CA 95678

www.roseville.ca.us

State Budget vs. Redevelopment

Governor Brown recently unveiled his proposed 2011 State budget, which included a proposal to shift many programs and services back to counties and cities. The Governor intends to change the role that state and local governments play in local development activities by eliminating state tax benefits for Enterprise Zones (EZ) and phasing out the current funding mechanism for Redevelopment Agencies (RDA). In theory, services would be funded by taking a ballot measure to the voters asking for a 5-year extension of the "temporary increase" in sales tax, personal income tax and the Vehicle License

Fee. There are legal questions that need to be answered regarding the proposal including constitutional questions. Many do not believe the action is in the best interest of cities/counties since it eliminates a major economic and redevelopment tool used by municipalities. Locally, immediate impacts will be the loss of jobs, affordable housing and economic development.

Roseville's RDA currently has \$12 million in unexpended, but reserved, bond funds. Some of this money is intended for three mixed-use projects downtown, including 6,000' of new commercial space

and 200 new affordable housing units. If the state takes our bond funds, these projects will be jeopardized. Since it is commonly understood that for every agency \$1 spent, \$14 is generated in the local economy, the state grab of \$12 million equates to a projected loss of \$168 million to the local economy. Additionally, 150 jobs are lost. Most of the losses would be in construction, one of the hardest-hit sectors in terms of



unemployment in California.

Statewide, redevelopment brings in \$2 billion in taxes annually

and provides 300,000 jobs, according to the League of California Cities.

Redevelopment contributes more than \$40 billion to the state's economy in the generation of goods and services. The loss of redevelopment would significantly impact existing tax revenue and unemployment throughout the state.

In any event, Roseville has a back-up plan with its Community Development Corporation (CDC). Council formed the CDC in November to implement the city's revitalization goals through private-public partnerships. The existence of the CDC should allow the city to ensure redevelopment remains viable in Roseville.

Community Policing- Foot Patrol in Historic Old Town

The Roseville Police Department has initiated a new community policing strategy for the Historic Old Town with an emphasis on deterring crime through a consistent visible presence in Old Town, particularly on weekend nights when the bar scene is more active. The Police Department's aim is to work with these businesses to improve communication and work together as a team to ensure the safety of all of the residents and visitors in Old Town.

The initial strategy has shifted two officers from the regular patrol duties to conduct foot patrols in the Old Town area on Friday and Saturday nights starting at about 10 p.m. through the remainder of the evening. The foot patrols are viewed as a way to have officers in Old Town while at the same time provide a visible policing presence amongst the crowds of people that frequent Old Town during weekend evenings. The goal is to reduce crime in the area, enhance the overall security, and provide better communication between the nightclub operators and police. The hope is that the increased presence of officers on foot patrol, along with the partnership with the Old Town businesses, will help provide a safe and attractive night life area within the community.

For the future, the Police Department is working to partner with the Old Town bar businesses to contract for two officers on foot patrol specifically assigned to Old Town on weekend nights. Currently, the officers on foot patrol are assigned to the Patrol Division, and as such their presence in Old Town is dependent on the calls for service for the entire city. The hope is to have the foot patrols as a separate detail so that the officers are there consistently to be most effective.

The Police Department's aim is to work with the business owners, property owners, and other City departments to make Historic Old Town Roseville a safe place that attracts visitors and new businesses to this important part of our City's core.

Historic Old Town Powered Up

In the wake of the Historic Old Town's successful streetscape project, the Redevelopment Agency continues to explore opportunities to support the area. To date, Redevelopment funds have been directed to supplemental projects including additional landscaping, façade improvements, and the recently completed parking lot on Lincoln Street. Recently, Vasko Electric installed electrical receptacles on thirty streetlight poles throughout Historic Old Town. These receptacles will provide an on-street power source for events and/or holiday decorations.



Welcome – Dr. Tim Herman to the RRC



As of January 2011, we have a new member joining the Roseville Revitalization Committee (RRC). Dr. Tim Herman is our recently elected City Council member and will be filling the seat on the RRC that was previously occupied by prior council member Gina Garbolino.

Dr. Herman has been a resident of Roseville for 18 years. During this timeframe he has been very active within the community. He has served on the City's Parks and Recreation Commission; President of the Woodcreek Seawolves; President of the Roseville Aquatics Team

Booster Club; and been a member of the Roseville Joint Union High School District's Continuous Improvement Leadership Team. He balances all of these activities, in addition to operating his own dental business in Roseville and Lincoln.

Dr. Herman's commitment and experience in making Roseville a great place to "live, work and play" will be a valuable addition to the RRC!