



SNAP SHOTS

CITY OF
ROSEVILLE
TRADITION • PRIDE • PROGRESS
March 2004



Historic District Part of a Grand Plan

The Central Roseville Revitalization Plan, created in 1999, identified a series of goals necessary for the successful revitalization of Central Roseville. One of initial thirteen goals, was making streetscape and infrastructure improvements in the Historic District. As the original "downtown", the Historic District is an area that holds a great deal of importance to Central Roseville, the community, and the region. The Revitalization Plan further identified the need to make improvements in Central Roseville in order to stimulate re-investment into the area. In November of 2002, the Redevelopment Agency participated in a bond sale securing approximately \$12 million dollars to be applied to the various projects that have been identified as key elements to the revitalization efforts in Central Roseville.

\$12 mil.
It Adds Up!

- Central Roseville
Property Taxes at Work:
- \$1.0 Tower Theater
 - \$1.4 Riverside Ave.
 - \$3.6 Historic District
 - \$6.0 Parking Structure

Send us your e-mail address to receive an electronic copy of the April Newsletter and all future editions:
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Historic District Streetscape - Step One Done

A new streetscape environment for the Historic District will use landscaping, lighting, street furniture, signage and infrastructure improvements to create a visually attractive, pedestrian friendly, disabled accessible area. The improvements will effectively meet the needs of businesses, customers, residents and railroad patrons and will encourage new business and development opportunities.

Similar to the transformation of Vernon Street, the Historic District will have a consistent design theme and it's own character. The City will be looking to form a public-private partnership with the property owners. Formation of a a landscaping and lighting district will provide on-going maintenance of improvements.

The Historic District project has generated a great deal of interest in the professional community. More than 30 Request for Proposals (RFP) went out to engineering, architectural landscaping, and other trade firms for the project. Five firms ultimately submitted proposals at the filing deadline December 1, 2003.

Once the proposals were received, staff from the City Environmental Utilities (EU), Public Works (PW), Community Development (CDD), and ECS departments met to evaluate the proposals and create a short-list of three firms to be invited back for a final interview with the Historic District Consultant Selection Committee (HDCSC).

In January 2004 the HDCSC interview committee comprised of a City Council member, Central Roseville Revitalization Committee member,

Historic District property/business owner, Historic District residents, and staff from EU, PW, and ECS, heard presentations from the final three firms. After a thorough interview process, the committee made the recommendation to select Mark Thomas & Company, Inc. for the project.

The recommendation was taken to the Redevelopment Agency and approved at their March 3rd meeting. The project will now be underway beginning with a public meeting to gather additional input from Historic District residents, businesses and property owners. The design, plans, specifications, estimates and environmental documents are slated to be completed by Spring 2005. The project will then go to bid in the Spring of 2005. Projected starting date for construction is August 2005, working to complete the project by June 2006.

Mark Your Calendar

March 8

CRRC Meeting

7:00 PM

Civic Center Meeting Rooms
311 Vernon Street.

Entrance to the right of the rotunda doors.

April 7

City Council/ Redevelopment Agency Meeting

7:00 PM

City Council Chambers
311 Vernon Street



Riverside Avenue Gateway Project to Move Forward



Riverside Avenue is an important, but aging, gateway into Downtown Roseville. While many of the charming buildings from the 1940s and 50s remain, this highly visible area is due for a much-needed boost, including new streetscaping, lighting, building facade improvements, roadway safety and traffic calming enhancements and other infrastructure repairs. To achieve these goals, the Roseville Redevelopment Agency is about to embark on an aggressive, positive effort to revitalize the area with more than \$6 million to create the first Specific Plan developed for an infill area in the community. The Riverside Avenue Specific Plan currently under development will be funded from several sources including: \$2 million in bond funds, \$4 million from utility rehabilitation funds, and federal Community Development Block Grants (CDBG).

Since February 2004, city staff has worked with Riverside Ave. business/property owners and Thiels and Cherry Glen Neighborhood Association residents to begin defining the project. Through several public meetings, phone calls, and contact with all businesses on Riverside Ave., it was determined there is support for improvements in a six-block area between Douglas Boulevard and Darling Way.

In addition to the Specific Plan, the project will incorporate a streetscape project. By integrating the streetscape and infrastructure improvements with a modified land use plan, it is envisioned that new opportunities will be created for private investment, in both residential and commercial markets.

Over the past six months, staff has been busy with the selection of a consultant for the project. The review and interview process for the selection of a project consultant was very extensive and committee that included city staff, Riverside

Riverside Today...



Riverside Tomorrow...



Ave. business and property owners. The thorough research resulted in Redevelopment Agency approving the recommendation to hire the consulting firm EDAW for the project.

Now the process to gather additional input and participation from the residents, businesses and property owners in the area begins. It is anticipated that the Specific Plan, Design Guidelines, Environmental Impact Report and preliminary Streetscape design will be completed in the spring of 2005. The total time for completion of the project is estimated to be 15 months.

The streetscape component of this project will be developed under a separate contract and bid in the fall of 2005. Construction of the streetscape elements will commence in the spring of 2006 and are scheduled to be completed by the end of 2006.



Vernon St. Parking Garage-Office Project Begins

A very exciting and important project for Central Roseville is closer to becoming a reality. On March 3, the City Council and the Redevelopment Agency approved construction of a multi-story office building at the corner of Oak and Grant Streets and a multi-level parking garage next to the Tower Theater on Vernon Street. City is working with a private developer on the final steps necessary, for the project to be off an running.

The project is especially important as it is the first multi-level parking structure in Central Roseville and it brings an important commodity to the area: parking! As the pace of revitalization in Central Roseville quickens and more businesses move into the area, adding new parking inventory becomes an increasing necessity. This structure meets current parking demands and provides parking inventory into the future. Initial plans call for the building and parking garage to be built simultaneously. This will take advantage of the economy of scales and minimize the impact of construction on the area.

Although there is still a great deal of work to be done before the first shovel of dirt is lifted, this project will add another exciting piece to the revitalization puzzle and keeps the successful revitalization momentum moving forward in Central Roseville!

Watch for next month's newsletter with info about CRRS 5 yr. strategy results!

Central Roseville Snapshots



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