

6:00pm

6:00pm

6:00pm

Mark Your Calendar

Downtown Roseville Visioning Workshop: Understanding

Downtown Roseville Visioning

Downtown Roseville Visioning

Workshop: Interactive Design

Your Redevelopment Team

Workshop: Architecture,

October 11

October 12

Buildings & Uses

October 13

Jan Shellito

Bill Aiken

Sam Elmer

Downtown Roseville

Help Shape the Juture...

DOWNTOWN VISIONING PROJECT

New Workshop Dates. Creating a vision for a vibrant Downtown is an exciting opportunity for a community! To help create this vision, a variety of activities and opportunities for participation are scheduled over a 3-day period. Join us in shaping the future by attending all events, or attend the ones you can. Your ideas will make a difference in Downtown Roseville!

> The first Workshop is scheduled for Tuesday, October 11 where exercise titled Challenges and Visions."

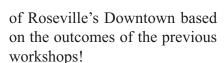
survey.

The third evening workshop on Thursday, October 13 is an interactive, hands-on design



Downtown's history, identity and assets will be discussed. Participants will brainstorm a vision through an interactive "Treasures,

The Wednesday, October 12 evening workshop will focus on character and design for Downtown Roseville. Design elements will be rated by participants using a visual image



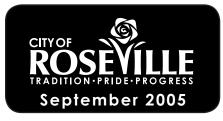
Aditionally, there are two Downtown Walking Tour Workshops. Two groups will tour either Historic Old Town or the Vernon Street areas to identify issues and opportunities for improvement along the way. Tours will meet in front of the Civic Center, 311 Vernon St., at noon.

To receive workshop and project information please contact: jshellito@roseville.ca.us









CENTRAL ROSEVILLE SNOW Shots...

Welcome!

The three newest members of the Central Roseville Revitalization Committee (CRRC) were introduced at the August 15 meeting. Daron Anderson, Mark Lacher, and Brian Lucas

appointed were committee the by the City Council. Daron recently completed a term with the City's Public Utilities Commission and brings a strong familiarity with the area to the committee as well as a background in development. Mark Lacher is actively involved in Downtown Roseville both as a member of the Downtown Merchants Association board and as an employee of SureWest. Brian, the owner of the Old Roseville Bookstore at Main & Washington for the past year, owns a similar business in Southern California in an area that has also undergone extensive revitalization.

Thanks to former CRRC members John Apostolos, Harry Crabb, and Shirley Hackert for their outstanding years of service. Their commitment helped define Downtown Roseville and prepare it for a bright future.



Bids for the Historic Old Town Streetscape were opened in July. The Redevelopment Agency received one bid for the project. Unfortunately, the bid was nearly twice the engineer's estimate. City staff has

met with several contractors to identify why more bids were not received for the project. Two key issues were identified:

- Due to the length of the rainy season this year, the contractors' schedules are "hyper compressed," makings it very difficult for them to take on new work.
- Because of the shortened construction calendar contractors are very selective with the projects they are bidding.

Given this information, the Agency will re-bid the project in November to allow it to be included in contractors' 2006 work schedules. The new project schedule is as follows:

November '05 Project re-bid
December '05 Open bids
January '06 Award contract
February '06 Begin construction
November '06 Project completed

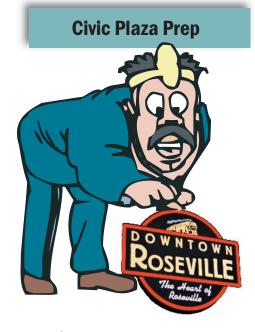
Please direct questions or comments to Mark Wolinski 916-774-5179 or mwolinski@roseville.ca.us

At Your Service

This month we are pleased to introduce a member who works diligently on important and challenging projects. Hossein Naghibzadeh is a Public Works Project Engineer. He has more than 19 years of experience working with roadway, bridge, sidewalk and infrastructure improvements. As a project engineer, Hossein works on many of the projects that are transforming Downtown Roseville including the Historic Old Town Streetscape and the Riverside Gateway projects.

Hossein is no stranger to finding solutions to the challenges these infill projects may create. Whether it is finding a way to provide access to a business being impacted by roadway improvements or developing a solution to a drainage problem, Hossein brings the same determination to find the best. most cost effective alternative to the problem. With a good sense of humor and a strong sense of "doing what is right," Hossein enjoys working with the merchants, residents, and property owners to build a vibrant Downtown.





Pardon our operations...
Prepping for surgery in the heart of Roseville!



Join City Council and Vernon Street Associates, to celebrate the beginning of construction on the Civic Plaza Project on:

DEMOLITION DAY

Thursday, September 1 9:00 am

405 Vernon Street

Demolition of the building at 405 Vernon St. kicks off the Civic Plaza Project, a 550 stall, four-story parking garage and 56,000 sq.ft. office building.

For more information about the project log on to: www.roseville.ca.us/redevelopment or contact Mark Wolinski at

916-774-5179 mwolinski@roseville.ca.us

Economic Development

City Council approved an Economic Development Strategy July 20 to guide the City's efforts in attracting new businesses and retaining more than 5,700 businesses already located in Roseville.

What does this mean for redevelopment and Downtown Roseville? Redevelopment and Downtown Roseville are identified in the strategy as key components. Specific economic development goals and strategies include:

- Identify marketing opportunities in the redevelopment areas and Downtown to promote Roseville's high quality of life, and attract new business and retail.
- Market redevelopment areas/Downtown as a low-cost alternative for small and growing companies.
- Research the feasibility of making Downtown a wireless "hotspot."
- Redevelop sites targeting eight industries identified for business attraction efforts in the strategy:

Software & Design
Engineering Services
HighValue-Add Call Centers
Biotechnology/Medical
Tourism
Health Care
Regional Headquarters
Education

contd. on page 4

2252 Celebration!

August 2, more than 75 people attended the dedication of the new display site for the So.Pacific 2252 locomotive. The event celebrated the completion of the relocation process and acknowledged everyone involved in making the project a success. Speakers included Roseville Historical Society president Phoebe Astill, Placer County Fair Board president Don Lunsford, and Mayor Gina Garbolino. The common theme of the community effort and its positive outcome was evident from the moment Community Development Director. and Master of Ceremonies. John Sprague kicked off the celebration.

Retaining, refurbishing, and relocating the 108-year old, 71-ton locomotive was a monumental task that simply could not have been accomplished without the support of the entire

contd. on page 4



Shap Shots...

Economic Development

- Promote downtown Roseville as a unique, vibrant place that attracts young professionals.
- Support, plan and provide arts, cultural and community events that draw attendees throughout the region, especially in the redevelopment areas.

Download a copy of the economic development strategy:

www.roseville.ca.us/ed then click on "2005 Economic Development Strategy"

> Questions:Karen Garner 774-5473 kgarner@roseville.ca.us.



Another Successful Run

Downtown Tuesday Nights, one of the largest events in Downtown Roseville, completed another successful season in August with great attendance from beginning to end! The event provides a solid example of how activities can draw people to the area. By supporting Downtown Tuesday Nights, and other events, we continue to establish Downtown Roseville as a destination.

Special thanks to event managers Johnny 5 Productions (John and Sally Javidan), Downtown Merchants Association, and all of the city departments involved as co-sponsors. Thanks also to everyone who attended and made the 2005 event a success!

2252 Dedication...

Roseville community. The support continued after the relocation, as the placement of fencing, solar lighting, a sidewalk, a bench, a bell, and the plaques and pedestals were all completed. The addition of the brass bell exemplified the type of community involvement received on this project. was donated to the display by Roseville resident, and Union Pacific Railroad retiree, Larry Leedy.

When Mayor Garbolino and Larry Leedy closed the ceremony by unveiling and ringing the bell, they publicly introduced a site that will serve as a lasting legacy.





Saturday Sept. 17 and Sunday Sept.18

> 11:00am to

7:00pm

At Royer Park in Downtown Roseville, this multi-cultural festival celebrates diversity in the Placer County and the Greater Sacramento region. A highlight of the One Root Festival is the Youth Village. Participate in hands-on art activities and learn about other cultures. Live performers, food, art & music. Admission is free!

MUSIC IN THE PARK



September 25 6:30pm

-Coming In October-Family Fun Night Thursday, October 27 5:00 p.m. to 9:00 p.m. Vernon St.

Snap Shots published by

City of Roseville Redevelopment 916-774-5276

www.roseville.ca.us/redevelopment