



Mark Your Calendar

January 3 6:00pm

Downtown Roseville Merchants Meeting
A Dash of Panache
217 Vernon St.

January 8 7:00pm

Roseville Revitalization Committee
Civic Center
311 Vernon St.

Downtown Specific Plan Steering Committee Meeting

January 9 6:00pm

Tower Theater

January 29 6:00pm

Eagles Lodge

January 10 8:00am

Chamber Revitalization Committee Meeting
Roseville Chamber
650 Douglas Blvd.

Your Team



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Wayfinding Signage In!

Travel into, and throughout, Downtown Roseville should be just a little easier these days. At the request of the Downtown Parking Committee, "wayfinding" signs have been placed throughout Roseville. Have you noticed them?

Look for the signs around:

- Washington & Pleasant Grove;
- Washington & Junction;
- Baseline & Junction;
- Riverside & Cirby;
- Sunrise & Cirby; and
- Lincoln, Oak, and Vernon Streets.



This is another opportunity to promote Downtown Roseville and improve connectivity throughout the area. The City can now also formally

request that "Downtown Roseville" be placed on freeway signage. Additionally, the signage program can be expanded, as necessary, to assist with finding other Downtown destinations.

Thank you to the members of the Downtown Parking Committee: Bob Gerould, Rick Daniels, Mark Lacher, JoAnn Funk, Eric Ansbro, Jana Cervantes, Ted Treleven, and Michelle Sheidenberger for their efforts in developing this program.

Also, Tony Curtis, Jim Anderson, and Rob Kunkle of the Streets Department Sign Division are noted for their hard work and valuable input.

Progress with Partners

The success of revitalization depends upon partnerships. Programs and activities that are implemented by partnerships create a vibrant and inviting downtown. Redevelopment staff recognizes the importance of our partnerships and wishes to recognize our partners' accomplishments and contributions in 2006.

The Chamber of Commerce Revitalization Committee drafted a proposed incentive package to entice private development downtown

The Downtown Merchants hosted several successful events including Downtown Tuesday Nights, the Raley's Art and Wine Festival, Family Fun Night, and the Street of Wreaths.



The Roseville Historical Society hosted the railroad roundhouse celebration, and Veteran's Day and Pearl Harbor events.

Roseville Arts! continues to develop the Blue Line Gallery on Vernon Street, opening in 2007.

Many thanks to all those that work everyday to better Roseville's Downtown!



Final Pour

On Thursday, December 14 the fifth and final level of the Civic Plaza parking garage was poured. At the same time, the contractor began to pour concrete for the restraint walls and columns.



As a result, work can now begin on the final phase of the garage. This effort will include all of the required painting, plumbing, sprinkler installations, and electrical pulls. In addition, the tenant improvements for the highly anticipated Blue Line Art Gallery will begin.

The anticipated completion date for the project is late Spring 2007.

Development Process Improvements

The Redevelopment Agency, in partnership with Planning and the Community Development Department, conducted focus group discussions in December to initiate improvements to the development process in the redevelopment area.

The development process is one of three key components to further private investment downtown, the other two being development incentives and standards. Staff is working with the Chamber to create a development incentive program and will address development standards early in 2007.

Two focus groups, one with redevelopment stakeholders (project area property owners, business owners, and developers) and the other with city staff, identified issues common to the redevelopment process. Among the issues identified by each of the groups was a need for:

- a single point of contact for redevelopment projects
- consistent communication throughout a project
- creativity and flexibility when resolving issues that arise

Now that all of the issues have been independently identified, the two groups will work together this month to begin resolving the issues and making effective improvements to the development process. For more information, contact Jan Shellito at jshellito@roseville.ca.us.

Housing Strategic Plan

The City's Housing Division has entered into a contract with consultant David Rosen & Associates to develop a five-year Comprehensive Housing Strategic Plan. While Roseville's 10% Affordable Housing Goal will be maintained as the standard, consistent with the recommendations of the Community Standards & Visioning Committee, the strategic plan will focus on the details of maintaining, implementing and administering this goal in our changing housing market.

As a component of the strategic plan development, the City is convening a Housing Task Force to assist in making decisions regarding strategies for investment of funds (rental versus purchase housing), potential changes to current housing policies, and recommendations to be taken to the City Council. The Task Force will meet monthly February through May, 2007 and present final recommendations to City Council in June, 2007. Meetings will be held at the Civic Center and are open to the public. For more information please contact Lisa Gist at lgist@roseville.ca.us.



Snap Shots brought to you by:

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