

# Snap Shots

Redevelopment Newsletter • June 2008

### **Mark Your Calendar**

June 4 5:15 pm
Downtown Merchants
All Members Mixer
Tower Theater
421 Vernon St.

June 11 8:00 am Chamber Revitalization Committee Meeting Basic Urban Kitchen & Bar 112 Pacific St.

**Summertime Special Events** - see page 3!



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# **Sizzling Success**

Friday night, May 23, a great time was had by all at a "HOT Time in Old Town" - the celebration commemorating completion of the Historic District Streetscape and Infrastructure Improvement Project. The crowd enjoyed guitar music by Roseville Guitar Works, comments from the Mayor and City Manager, music by "Ant Bee," food from the local restaurants and cold drinks poured by the Roseville Firefighters Assoc.

The Historic Old Town project, a key milestone for the City Council's goal of a revitalized downtown, was a \$13 million public investment. The goal of the project was to attract people, businesses, and visitors to the area by improving its appearance and functionality. The project has given Historic Old Town a fresh look with new streets, curb/gutters and sidewalks, historic style lighting, street furniture, new landscaping and a complete overhaul of the utility system. New signage, a water tower, and a railroad viewing platform all add to the area's nostalgic charm.

Several new businesses have already opened in Old Town including a recording studio, clothing shop, restaurant and hair salon and spa. With these new businesses, along with several new businesses that plan to open in the coming months, it is clear that the Historic Old Town is ready to embark on the next exciting chapter in its long and colorful history.







### **Merchants Corner**

Roseville Guitar Works tops KCRA 3 A-List— Roseville Guitar Works, located at 129 Church Street in Historic Old Town, was recently voted the winner of the Best Musical Instruments category in the 2008 KCRA 3 A-List contest.

Owner Jeremy Nellist, a highlyskilled luthier (someone trained to build and repair guitars), offers, per his website, the following:

- superior quality repairs in a reasonable time for a competitive price,
- expert-level guitar and bass repair and maintenance,
- honesty and reliability, and a
- family friendly environment

Obviously, the public has spoken. Jeremy and his partners are achieving their goal of offering luthiery services and guitar and bass lessons that consistently exceed their customers' expectations.



### **Basic Urban Kitchen & Bar**

May 30 marks the grand opening of Historic Old Town's newest "hot spot" Basic Urban Kitchen & Bar. Basic, located at 112 Pacific Street, is the second site for the urban bar, the first being in downtown San Diego. To prepare for its grand opening, Basic hosted several soft openings for private parties and events, including the May mixer for Roseville Connects, the Young Professionals Organization, and as a venue for the recent community celebration of the completion of the Historic Old Town project. These events allowed Basic to practice before opening to the general public and provided some early exposure and feedback from patrons which has been very positive.

Basic Urban Kitchen & Bar provides New York style pizza in a very urban setting that includes concrete floors and furnishings, brick walls, roll-up style garage doors, and lounge chairs. Basic will be open daily at 11 am.







# 238 Vernon Street a New Opportunity

The Redevelopment Agency approved the sale of the former JC Penney building located at 238 Vernon Street to KMS Development, LLC. KMS will improve the front and rear facades of the building as well as complete a "soft" demolition of the building's interior. These initial improvements will make the building more marketable. KMS is in the process of attracting a business to the building that aligns with the goals of the community's vision for Downtown.

### **At Your Service**

The Redevelopment team would like to acknowledge and thank the building maintenance team for all their hard work and dedication! These are the people behind the scenes that make Downtown events a success.

The Redevelopment Agency is very fortunate to have Tom O'Connell, Mike Tarczy, Blaine Wiegel & Tim Rath as part of our team.



Special thanks to Mike Tarczy and Tom O'Connell (shown above), lead crew for HOT Time in Old Town.

# Downtown Library Closed for Rennovation

The Downtown Library will be closed May 27 - June 22 for remodeling. The book drop will remain open. The Maidu and Riley Libraries are open M-Th 10am-7pm and Fri-Sat 10am -5pm.



# Sign and Awning Rebate Program Unveiled

In conjunction with the Façade Improvement Rebate Program, smaller rebates are now available for projects that are only installing new signs and/or awnings. This program is an incentive to commercial businesses within the redevelopment area that are interested in adding exterior flare to their buildings.



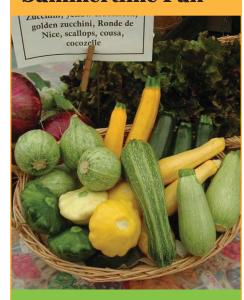
These improvement projects, which are subject to the review and approval of city staff, are eligible for rebates up to the following maximum amounts:

Sign only: \$ 3,000
Awnings only: \$ 5,000
Sign & Awnings: \$10,000
The rebate is provided as a two-thirds reimbursement of actual expenses incurred by the applicant.

Final approval is contingent upon staff determination that the project improvements will further the goal of a revitalized Downtown Roseville. Qualified projects might typically include elements like projecting signs, neon signs, or traditional style, slanted canvas awnings.

Complete program details at: www.roseville.ca.us/planning/redevelopment/incentives\_n\_programs.asp or contact Bill Aiken at 774-5271, baiken@roseville.ca.us

## **Summertime Fun**



### Saturdays: Farmer's Market

8 a.m. - noon May 31 - Sept. 13 Historic Old Town

### Shakespeare in the Park

7:30 - 9:30 p.m. June 12 - 14 Royer Park

#### Third Saturday Art Walk

6:30 - 9 p.m. June 21 various Downtown locations

#### Music in the Park

6 p.m. June 22 Royer Park

