

Snap Shots

Redevelopment Newsletter • November 2008

Mark Your Calendar

★ Remember to Vote Nov. 4 ★

November 5 6:00 pm Downtown Merchants A Dash of Panache 241 Vernon St.

November 11 7:00 pm HOT Merchants Assoc. Pacific Street Cafe

November 12 8:00 am Chamber Revitalization Committee Meeting Roseville Chamber 650 Douglas Blvd.

City Offices Closed Tues., November 11 Thurs. and Fri., November 27 & 28



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Riverside Ave. Underway!

Teichert Construction began work on Riverside Avenue on Oct. 20. This represents the culmination of a six year effort that included public outreach, the development and adoption of the Riverside Gateway Specific Plan, project design, right-of way acquisition, and the construction bid and award.

Initial efforts on the \$10 milion renovation project funded by redevelopment bonds, federal grants and utility rehabilitation funds, include:

- Digging utility trenches in Rainier Alley in order to upgrade the water and sewer facilities.
- Marking, and making saw cuts, for the storm drain inlets. This is being done in support of the storm drain improvements which are to be installed along Riverside Avenue.
- Preparation of the utility crossings on 4th and Cherry Streets.

Staff is working to minimize impacts during the project which is expected to take one year to complete.





HOT Mixed Use Development

The Downtown Specific Plan contains six separate predesign or "catalyst sites". One of these sites is centrally located in Historic Old Town. The approximately 1-acre site is at the corner of Church Street and Washington Boulevard and has frontage onto Pacific Street. The City currently owns an at-grade parking lot at this location, and is looking to partner with the surrounding properties in order to construct the proposed project.

The project has two different development scenarios. In both of these proposals the common elements are: the construction of approximately 400 new parking spaces which are available to the public; a multi story building (approximately 4 stories) that wraps the parking structure and fronts on to Washington Blvd., Church Street and Pacific Street; and, a total of 90,900 square feet of new habitable building area.

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At Your Service

Welcome Gina LaTorra

Associate Planner Gina LaTorra recently joined the redevelopment team and brings nine years of planning experience to the division. Gina joined the group to oversee and asisst with Downtown projects. She works to streamline processes for developers and business owner and is assisting with completion of the Historic Old Town and Vernon Street Downtown Specific Plan and other capitol improvement projects.

Gina can provide expertise and assist you with:

- facade and tenant improvements,
- sign regulations, and
- general redevelopment use questions.

Please feel free to contact her at any time: 774-5452 or glatorra@roseville.ca.us.

When not hard at work, Gina enjoys biking, playing softball and traveling. Please join us in welcoming Gina LaTorra to the Redevelopment team!



More Parking Available

On October 6 the Redevelopment Agency completed the acquisition of the parking lot at 110 Lincoln Street. This lot, formerly owned by SureWest, adds 31 spaces to the public parking inventory downtown. Parking is free and untimed at this location.



In addition, a total of fifteen spaces on Atlantic Street which were previously marked "City Vehicles Only" are now available to the public. The spaces, located parallel to the 300 block of Vernon Street, provide additional public parking in close proximity to the Civic Center and the US Post Office.



46 public parking spaces have been added for the Vernon Street District!

Catalyst Site Contd...



The first development scenario anticipates that the ground floor level of development will be primarily retail development, but may also incorporate an entertainment center. The remaining upper stories would be a mix of office and potentially a boutique hotel use. The second scenario envisions the creation of an entertainment center and office uses at the ground floor. The upper levels would accommodate approximately 85 residential housing units. The outdoor amenities for the residential units would be on the roof level and could include a BBQ area, pool or water feature and decking or lounge area.

Each of these proposals would accomplish a number of the major goals of the Specific Plan. The consolidated parking would promote the "park-once" policy and the inclusion of an entertainment venue within the project supports the revitalization of the Historic Old Town area as a designated "Entertainment District". The proposed use for either office or residential will place jobs and housing within close proximity of the businesses and support services that are envisioned to re-energize the downtown.

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Nov. 11 2 p.m. Veterans Day Ceremony Vernon Street

Pay tribute to all Veterans who have served and those who are currently serving in our Armed Forces.



Downtown Galleries and businesses are open for an evening reception on the 3rd Saturday of every month.











Nov. 22 10 a.m. Holiday Parade Vernon Street

The free 47th
Annual Sylvia
Besana Holiday
Parade begins at
the intersection
of Riverside/
Douglas/Vernon.
Call the Chamber
of Commerce
at 783-8136 for
parade applications
and additional
information.



Dec. 5 5 - 8 p.m. Tree Lighting Celebration

Come join the free Christmas festivities. Santa will make his early visit to Roseville!



Lighting the Way Through the Underpass

The installation of the new lighting in the Washington Blvd. pedestrian underpass was completed last month. The new lighting has really given the walkway a new look. During the day it is much brighter, but the transformation of the underpass is particularly striking at night. New lighting fixtures and an increased number of fixtures eliminate the shadows that were a characteristic of the old walkway. They also create a walkway that is much more inviting for use day or night. The underpass project also provided the new tile wall, signage at each end of the walkway, removed blight and installed decorative tressels the entire length of the walkway. The initial response to the new look and lighting are very positive and the completion of this work signals the final step of the underpass transformation.

