

Snap Shots

Redevelopment Newsletter • October 2010

www.roseville.ca.us/redevelopment



Mark Your Calendar

October 6 at 6 p.m.
Downtown Merchants Meeting
Tower Theater
421 Vernon Street

October 13 at 8 a.m.
Chamber Revitalization
Committee Meeting
Chamber of Commerce
650 Douglas Street

3RD SAT ART WALK .COM
3rd Saturday Art Walk
October 16, 6:30 - 9 p.m.
www.roseville.ca.us/downtownevents

 **HOT Pink 5K**
Fun Run/Walk Through Historic Old Town Roseville
H.O.T. Pink 5K
October 9, 8-10:30 a.m.
www.active.com

 **MYSTIC CINEMA**

October (see website for dates)

Rocky Horror Picture Show!
(Please see website for dates & times)

<http://mysticcinema.com/>

**City Offices Closed
Columbus Day
October 11**

**More Downtown
events page 3...**

Family Fun Night

The Downtown Roseville Merchants presents the annual Family Fun Night on **Thursday, October 28**. As always, the event is focused on providing a safe, fun, and family-oriented evening of activities. Family Fun Night offers free "trick-or-treat" bags, candy, face painting, balloons, a magic show, and costume contest. Don't miss the fun, bring your family to Downtown Roseville, on Vernon Street between Lincoln and Grant, from 4 - 8 p.m. to enjoy the festivities.

Historic District Parking Lot Opening in October

In little less than two months the construction team led by Carter-Kelly, Inc. has diligently focused on completing the construction of the 158-space surface level parking lot in the Historic District. Under their expert guidance and skilled scheduling the project was completed in early October and the parking lot was opened for use by the businesses and their customers. The new lot is seen by the local businesses and many of the District property owners as a vital asset to the District. A significant demand for parking in the District, particularly in the late morning/early afternoon and in the evening on the

weekends, was one of the primary reasons the parking lot was constructed.

The improvements to the lot include:

- Paving, striping, lights, and garbage receptacles.
- Landscaping that was Crime Prevention Through Environmental Design (CPTED) standards. Using CPTED guidelines will ensure the area is attractive, but will also keep the lot very open and visible. The landscape material discourages loitering and camping. Each of these items is crucial to deterring unwanted activities in the lot and keeping the area safe.
- With the vibrant nightlife and active businesses in the District the new parking lot parking is a much needed addition to the area. The new parking lot will serve the District's businesses, residents and property owners well in the months and years ahead and will continue to make the area attractive to new business opportunities.

Free Parking!
• Visitors to Historic Old Town
• and Vernon Street can find free
• parking at several locations
• Downtown. For a map see:
• www.roseville.ca.us/downtown

Building a Downtown – Automotive

The success of Downtown Roseville will be measured, in large part, by whether or not it emerges as a destination. If the Downtown continues to develop and, consequently, more and more people visit the area, the benefits will be realized throughout the entire community. Typically, public squares, fancy restaurants, or a collection of retail shops serve as a downtown's primary draw. Sometimes, however, it can be an unexpected use. Ultimately, if people identify an area with a particular type of business, it is highly likely that they will make that area their destination when a related need arises.



Locally, anyone interested in purchasing a car knows that Riverside Avenue in Downtown Roseville provides one of the largest collections of used car dealerships in the region. As a result, scores of people walk up and down Riverside Avenue shopping for the right car at the right price. In particular, this is evident on those weekends where one can take advantage of the good weather and the refurbished streetscape to shop for their next car.

The activity on Riverside Avenue provides opportunities for other businesses as well. Restaurants and retail shops will naturally profit

from the additional "feet on the street." While other businesses may not recognize an immediate benefit, each has an increased chance of being identified as a potential supplier. Additionally, a number of businesses that support the automotive sales industry have emerged to take advantage of potential partnerships in the area. Related services include detailing, window tinting, and auto mechanics.

Although dealerships may not typically be considered a catalyst to development, Riverside Avenue provides one example of how car sales can play a vital role in "Building a Downtown."

New Developments in Downtown: Notice of Funds Availability Update

On October 3rd the City Council will consider the award of \$4 million dollars in housing funds. In April of this year, the Housing Division released a Notice of Funding Availability (NOFA) for these funds. The purpose was to attract new mixed-use and workforce housing to the downtown. The Housing Division received multiple applications for projects, but there were only two that qualified for review by a sub-committee of the Roseville Revitalization Committee (RRC).

USA Properties submitted a 72 unit mixed use development located at the corner of Main Street and Washington Boulevard in the Historic Old Town. In addition, Mercy Housing submitted for a 45 unit mixed project located at the corner of Vernon Street and Bulen Street. In review of these projects by sub-committee and the full Revitalization Committee, it was found that both projects were extremely well designed and would bring value to the Downtown. Based on this determination and the fact that both projects were willing to adjust their request for funding to 80% of their original request, the RRC has recommended approval of funding for both projects.

These projects, if formally approved, will add approximately 130,000 square feet of new development to the Downtown. These projects implement two key objectives of the Downtown Specific Plan, 1) develop residential housing to bring people back to the Downtown, and 2) promote a mixed use environment where housing is being developed in concert with commercial uses.

Downtown Events

2010 Hot Pepper Festival & Moose Chili Cook Off

(benefits Make-A-Wish Foundation)

Historic Old Town - Roseville
Sunday, October 10
10 a.m. to 6 p.m.

Street Fair, Muscle Car show, Live entertainment, Chili Cook off, and Farmer's Market.

For more information:
www.hotpeppercookoff.com

Thousands of Books for Smart Shoppers

The Friends of the Roseville Public Library's semi-annual used book sale will be held Saturday, **October 9 & 10**. Times for Saturday's sale are 10 am to 5:00 pm; and Sunday noon to 4:00 pm. All books on Sunday will be half-priced. The sale will be held at the Martha Riley Community Library 1501 Pleasant Grove Bl. in Mahany Park. The event is free to the community and public parking is available.

Money earned from the sale will be used for adult and children's library programs and to purchase needed materials for all three Roseville public libraries. For additional information: call 783-3892 or contact friends@rosevillefriendsofthelibrary.org



Follow Downtown event updates at:
[dt_rsvl_events](https://twitter.com/dt_rsvl_events)
on Twitter!

blue line gallery

ROSEVILLE ARTS!

405 Vernon Street
(916) 783-4117

www.rosevillearts.org

Sept 28-Oct 8 - Lottery for the Arts exhibit

Oct 8 - Lottery for the Arts event
An exciting evening of food, wine, art – every ticket holder goes home with an original piece of art. Friday, October 8, 6:30-9pm; Meet the Artists Reception: Thursday, October 7, 5:30-7pm. Fundraiser proceeds benefit children and family programs, and diverse exhibitions.

Lottery Tickets/Event: \$165 (members), \$175 (non-members)
Guests (non-lottery ticket holders) \$10.

Opening October 16

Electronic Audio & Visual Installation by Chris Daubert
Mask Exhibit

CIVIC THEATRE WEST

STAGES OF COMMUNITY.

Tower Theater

Crimes of the Heart

Sept. 24 - Oct 23

Roseville Theater

The Drowsy Chaperone

Sept. 10 - Oct. 9

For show times and tickets :

www.civicwest.org



Be a part of a sparkling harvest evening at Civic Theatre West's "Gems by Moonlight" special event!

Join us for the inaugural event of our new season featuring Tiffany & Co.'s "Pearls for a Cause" benefit and a concert with the big-band sounds of Moonlight Swing. All proceeds from the

event benefit Civic Theatre West, your nonprofit community theatre company with a two-decade history of entertaining, engaging and educating patrons of the arts.

"Gems by Moonlight"

Saturday, Oct. 23, 7 p.m.

Civic Theatre West's Roseville Theater, 241 Vernon St., Roseville

Tickets \$25 - price includes:

Champagne, wine and

appetizer reception,

Opportunity to participate in the "Pearls for

a Cause" fundraiser & win an

elegant Tiffany pearl necklace,

and Moonlight Swing Big Band

concert.

Tickets available by calling the

box office at 916-782-1777 or

online at www.civicwest.org.