



Mark Your Calendar

Veteran's Day

November 11

City Offices Closed

November 2 6:00pm

Downtown Merchants Association

Dash of Panache

217 Vernon St.

November 14 7:00pm

CRRC

Civic Center - 311 Vernon St.

November 29 6:00pm

Downtown Visioning Economic Analysis Workshop

Civic Center - Council Chambers

311 Vernon St.

November 30 6:00pm

Downtown Visioning Community Open House

Civic Center - Rotunda

311 Vernon St.

Your Redevelopment Team



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Snap Shots...

Downtown Roseville Visioning Project Final Workshops

November 29

Economic Analysis

6:00 p.m. to 8:00 p.m.

Civic Center - Council Chambers

311 Vernon Street

Marie Jones, the downtown visioning project's economic consultant will present the economic opportunities in the downtown for retail, office, residential and mixed use development. Marie will also present site specific analysis for various types of development. The presentation will provide an overview of the interviews conducted with local developers about the prospect for development in downtown Roseville.

November 30

Community Open House

6:00 p.m. to 8:00 p.m.

Civic Center - Rotunda

311 Vernon Street

At the open house, you will review the draft vision poster for Downtown Roseville, and related design concepts developed during community immersion week in October. The project team, RBF Urban Design Studio, will be available to lead collaborative activities allowing participants to review, critique, and refine the vision poster and vision statement. The input from the open house will be incorporated into the final vision poster and statement for downtown Roseville.

Questions or suggestions:

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Visioning Successes

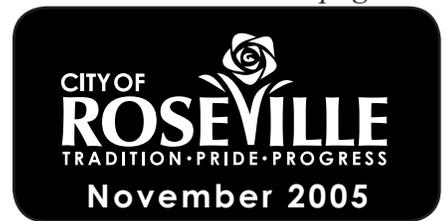
Downtown Vision Becoming Clear Thanks to You!

Restaurants; public spaces; pedestrian connections between



Vernon Street and Old Town, and Vernon Street and Royer Park; a creek walk; additional retail; and, more events! These were among the most frequent comments provided by the 300 attendees for the Downtown Roseville Visioning Project. Among those in attendance were residents, downtown business and property owners, visitors,

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Vision Workshops cont...

city staff, city commissioners, the Central Roseville Revitalization Committee, the Chamber of Commerce and Downtown Merchants Association. The project consultant, Al Zelinka, and his team from RBF Urban Design Studio successfully guided the participants through three days of interactive workshops and project area walking tours. Special thanks to **Paul Carleton** and the Eagles for the use of the Eagles Lodge.

This process provided the feedback necessary to develop a community supported draft vision for the future of Downtown Roseville. At the first workshop, “**Understanding Downtown**”, the community



identified their values, treasures, challenges, and visions.

Participants at the second workshop “**Architectural Preferences and Uses for the Downtown**”, completed a visual image survey to identify the top five architectural and building styles for a variety of categories such as housing, mixed use, and parking structures. Creeks and open space preferences were also evaluated. Participants also identified business preferences for Downtown as follows:

- Restaurants
- Public Spaces, Plazas, Walkways
- Arts, Theater, Culture
- Mixed Use & Housing
- Specialty Retail & Grocery
- Books & Music
- Office & Professional Services
- Hotel/B&B

The third workshop was the “**Interactive Design Workshop**” in which participants created several draft visions for downtown. Ten groups developed visions for the specific areas of the downtown. General themes were:

- Increased connectivity between

the Vernon Street District and Historic Old Town

- Allow each district to maintain a unique identity
- Incorporate more arts, culture, entertainment, and public spaces
- Greater mix of uses and business types
- Housing and mixed use development



Next

Steps - November 29 & 30, refer to page one for more information.

For detailed information on the project process, outcomes, and

www.roseville.ca.us

click on Downtown Visioning Project in the Quick Links box on the left column.

VALUES

- Small Town Feel
- Open Space
- Restaurants & Shopping
- “Community”
- Diversity
- Public Facilities

TREASURES

- Theaters
- Dry Creek/Royer Park
- History of Area
- Post Office
- Civic Center
- Architecture

CHALLENGES

- Cost of Development
- Attracting Business & Entertainment
- Competition
- Restoring Historic Buildings
- Coordination with Union Pacific

VISIONS

- Dry Creek Riverwalk & Amphitheater
- Railroad Pedestrian Overpass
- Reinforce Unique Identities of Historic Old Town & Vernon Street
- New Central Library

Walking Downtown

Downtown walking tours were a key component for the visioning project. Approximately 70 people took advantage of the two tours through Historic Old Town and the Vernon Street corridor. The purpose of the walking tour was



to provide an opportunity for the community to view the district first-hand and to discuss their thoughts on the opportunities and constraints in the area. Typical comments generated from the tours included:

Historic Old Town

- Better connectivity between Vernon Street and Historic Old Town
- Better pedestrian circulation within area
- Matching land use with new development
- Add public spaces

The comments from these tours will be incorporated into the draft vision.

Walking tour maps are located on the city's website:
www.roseville.ca.us.



Visioning Focus Group

About 22 business and property owners participated in a focus group for the Downtown visioning project at Fast Freddie's on October 19.

Comments received about Downtown included barriers such as some business owners having limited resources to assist in achieving the vision; poor connectivity; not enough "attractions"; and zoning and infrastructure issues.

Some of the opportunities included: pedestrian connections over rail yard and to Royer Park; more shopping, eateries, events and a major anchor store; a town square/public square; design details including accent paving, flower pots and baskets, banners, public art; a formal organization to manage downtown; celebrate railroad heritage with events; and a Downtown shuttle service.

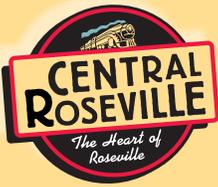
Vernon Street

- Improved connectivity between Royer Park and Vernon Street
- Increase public art and museums
- Incorporate rail yard
- Improve pedestrian access
- Add mixed use and residential to area
- Add pocket parks

Special Thanks



Downtown DieHards who attended three or more workshops October 11-13. Thank you for your dedication to making Downtown Roseville a great place!



Snap Shots...

Enjoy the holiday season...

Enjoy the Holidays this year by coming home to Downtown Roseville! We love the Holidays and hope to see you at one or all of these great family events. The fun begins with our 44th annual Holiday Parade. Grab some chairs, the family and a blanket, then head to Vernon Street for this hometown morning classic. Then we light thousands of sparkling lights at the City's Holiday Tree Lighting Ceremony Dec. 2. Get ready for some great shopping at our 16th annual Holiday Craft Faire the very next day at Maidu Regional Park, while that same night the Downtown Library comes alive for its second magical holiday "Winter Classic" fundraiser party!

November 19
44th Annual Holiday Parade
10:00am on Vernon St.

December 2
Annual Tree Lighting Ceremony
6:00pm on Vernon St.

December 3
Annual Craft Faire
9:00am - 4:00pm
Maidu Community Center

December 3
Library's Winter Classic
7:00 - 10:00pm
Downtown Library



Face Lift 238

Special thanks to the following merchants and local artists for dressing up the display windows at 238 Vernon St.

Amber Cooper & Lynne Pearce
Chez Soi

Chuck Bartlett
Bartlett Flowers and Gifts

JoAnn Funk
Nice Twice

Scott Alvord
Dash of Panache

Julie Nelson
Anything Artistic

Diedre Trudeau
Artful Blend Gallery

Chris Hunt
Magic Circle Theater

Darlene Engellenner
Roseville Artist



Tire Barn

On September 29, the Chamber of Commerce recognized the Tire Barn for its significant improvements to its building and investment in Downtown Roseville. The Chamber's Revitalization committee recognizes two businesses each year.



Councilmember Gray, Tire Barn owner Richard Roberts, and Councilmember Roccucci.



Veteran's Day Ceremony
Friday, November 11
11:00am
World War II Monument
200 Block of Vernon St.

Amateur Photo Contest

Roseville in a Click



Enter City of Roseville's
Amateur Photo Contest
October 1- November 18

www.roseville.ca.us/photocontest

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916-774-5276
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