



Mark Your Calendar

December 7 6:00pm
Downtown Merchants Association
Dash of Panache
217 Vernon St.

December 7 7:00pm
Redevelopment Agency
Civic Center - 311 Vernon St.

December 26
City Offices Closed



Tree Lighting Story Page 4!

Your Redevelopment Team



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Snap Shots...



Visioning Successes



The final two workshops for the downtown visioning project took place on Nov. 29 & 30. Our community partners once again participated vigorously by investing another 200 community hours to the project!

November 29, Marie Jones of Marie Jones Consulting, provided a summary report on market feasibility in Downtown Roseville emphasizing the following key points:

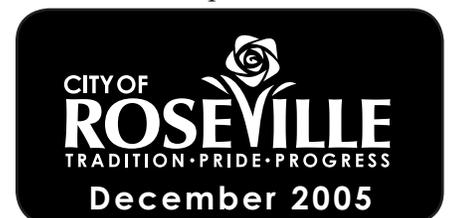
- ▶ Good demand for more retail, office, and housing
- ▶ Study area has good demographics
- ▶ Mixed-use improves feasibility of development
- ▶ Proactively recruit and work with property owners to attract more retail
- ▶ Continue public investment and provide a sure entitlement process
- ▶ Evaluate parking and Floor Area Ratio standards

A community open house, on November 30, provided a final
continued on page 2...

Year in Review

As 2005 comes to a close, the Redevelopment Agency wants to remind us all of the many accomplishments achieved this year and recognize the efforts of our valued partners. Thanks to all for another successful year!

- ★ Dry Creek/Royer Park Visioning Workshop
- ★ Hosted RDA Open House
- ★ Hosted educational forums for Historic Old Town merchants and property owners to prepare for construction
- ★ Downtown Tuesday Nights
- ★ 4th of July Parade
- ★ Completed and dedicated Locomotive 2252 site
- ★ Completed final design for Historic Old Town and Civic Plaza Projects
- ★ Family Fun Night
- ★ Downtown Visioning Workshop and Project Tours
- ★ Holiday Parade and Tree Lighting Ceremony
- ★ Recognized significant building investment through the Chamber's Plaque Program: Tire Barn & Land Architecture
- ★ 12 Chamber Revitalization Committee and Downtown Merchants' Association Meetings
- ★ Distributed 12 action packed issues of Snap Shots





Snap Shots...

Draft Vision Statement

Downtown Roseville is a prosperous and vibrant destination. Its pedestrian friendly environment links a mix of retail and residential uses with parks, public plazas, the creekwalk, and cultural resources. Downtown is a place for the community and visitors to gather for festive events and celebrations. It is a place where people want to go, stay, and play – morning, noon, and night.



Visioning Contd.

opportunity to refine the draft vision statement, developed by the community in October.

Next Steps -- The consulting team, RBF Consulting, will finalize the vision statement and key strategies and prepare a presentation for the City Council's review in January.

For more information on this project go to the city's website at www.roseville.ca.us or contact Jan Shellito at jshellito@roseville.ca.us.

At Your Service

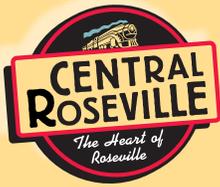
The City's Streets Division plays a key role anytime an event takes place in the Downtown. Throughout the year, thousands of people make their way to Downtown Roseville to attend a variety of events. Downtown Tuesday Nights, the Fourth of July parade, the Holiday parade, and the Tree Lighting Ceremony, help to define Vernon Street as a destination.

These great events all require street closures. The Streets Division is responsible for closing the streets, redirecting traffic to minimize the impact of the closure, providing clear signage, and allowing in and out access as needed. This means the Streets Crew is often working weekends, early in the morning or late into the evening - rain or blazing sun shine. Because of their hard work, professionalism and attention to detail, the street closures are always set up to keep the community safe and enjoying the festivities.

The Streets Crew also takes on special duties, such as cleaning the fence line along Atlantic Street, to assist in keeping the Downtown clean. Special thanks to Streets Division for all of their "behind the scenes" work and commitment to Downtown!



Thank You



Permit Parking Expands

Earlier this year, the Downtown Merchants Association asked the City to review the current commercial parking permit program. As a result of the request, the City, along with representatives from the merchants association and other business and property owners, reviewed and made recommendations to amend the program. The amendments were approved by the City Council and the amended commercial parking permit program was implemented in September 2005.

As a result, there will be 41 additional two-hour permit exempt parking spaces available to the vendors on the 200 block of Vernon Street. Effective January 1, 2006, the total quantity of two-hour permit exempt spaces will reach 76. Permits are available to business owners in the 200 block of Vernon Street from the Roseville Police Department for an annual fee of \$20.00 or \$10.00 if purchased after July 1. This program is in full effect, and the **old permits are no longer valid, as of January 1, 2006.**

Permit applications are available on the City website: http://www.roseville.ca.us/planning/redevelopment/incentives_n_programs.asp

Parking Permit

Vernon Complete!

During the month of November a momentous event took place on Vernon Street! The striping and sealing of the street was completed bringing a close to the Vernon Street Streetscape project. The new striping provides outstanding visual delineation of pedestrian crosswalks and parking spaces for cars and motorcycles. **The City's Traffic Engineering Division's attention to detail on the parking stall striping resulted in four new parking spaces. In addition, two more motorcycle spaces were added for a total of ten including the eight new spaces at the 316 Vernon Street lot.**

At the same time this work was being completed a new traffic signal and lane configuration was installed at Vernon & Lincoln Streets. The new intersection layout provides dedicated left turn lanes for east and westbound Vernon Street traffic making the intersection much easier to navigate throughout the day.

The new striping, street sealing, additional parking spaces, and new intersection combined make Vernon Street and the Downtown much more attractive and functional.

Land Architecture

On December 2, the Chamber of Commerce recognized Land Architecture for the significant improvements to their building and investment in Downtown Roseville. The Chamber's Revitalization committee recognizes two businesses each year.



Designer Dave Piches, owner Wayne Kelly and Mayor Gina Garbolino unveiled the plaque.



Plaques in Place

The mighty Southern Pacific No. 2252 steam locomotive display was the site of several different activities during the month of November.

The first item was completing the final plaque installation. On Friday, November 18 members of the Parks Maintenance staff installed the plaques created for the site. A sponsor plaque and a plaque detailing the history of the 2252 were permanently affixed to their brick pedestals. With the exception of ongoing site maintenance, the placement of the plaques brings the relocation effort to a close.

And finally, as the Downtown prepares for the holidays, it seemed appropriate to include the locomotive in the celebration as well. As a result, the 2252 is now festively adorned with a wreath, garland, and bows.



Downtown Lights Up

December 2, over one thousand people attended the annual City Tree Lighting Ceremony. The festivities included a free kids fun zone, lots of music, movies, cookie decorating, and a station for creating ornaments. Santa Claus took time out of his busy schedule to see who was being naughty and nice.

An added feature this year: it SNOWED on Vernon Street! The snow machines used the same material that Disneyland does, to transform the event into a winter wonderland.

The Tree Lighting Ceremony represents one of the most significant family events in Downtown Roseville. It was great to see the street so festive and the crowd enjoying the activities throughout the evening.

Congratulations to this year's planning committee and their success in expanding and improving this celebration. Special thanks to Jamie Carlson, Kathy Barsotti, and the rest of the Tree Lighting Committee; sponsors: Comcast and Radio Disney; and the Downtown Merchants Association.



CITY OF
ROSEVILLE

Snap Shots

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