Snap Shots

Redevelopment Newsletter • September 2008

Mark Your Calendar

September 3 **6:00 pm**
Downtown Merchants
A Dash of Panache
241 Vernon St.

September 8 **7:00 pm**
HOT Merchants Assoc.
Location TBA

September 10 **8:00 am**
Chamber Revitalization
Committee Meeting
Roseville Chamber
650 Douglas Blvd.

City Offices Closed
Monday, Sept. 1

Your Team

Kevin Payne
774-5256
kpayne@roseville.ca.us

Jan Shellito
774-5447
jshellito@roseville.ca.us

Bill Aiken
774-5271
baiken@roseville.ca.us

Mark Wolinski
774-5179
mwolinski@roseville.ca.us

Dry Creek Catalyst Site

The Dry Creek site is one of three Downtown Specific Plan catalyst sites which is controlled by the City. The site abuts Dry Creek and is utilized for public parking and as the location of Fire Station #1. In order to fully develop the site, Fire Station #1 and a major sewer trunk line will need to be relocated.

The proposed project consists of four buildings oriented towards Dry Creek and accessible from Oak Street. Overall, the project provides: 60 high density residential units; 52,000' of office space in a 3-story building; a two-story building featuring 7,800' of ground floor retail space with 7,800' of office space above; and 12-14 two-story, town homes.

The Specific Plan envisions the installation of a creek walk and pedestrian connections into Royer Park. Consequently, the proposed buildings would benefit from being

▶*continued on page 3...*

Riverside Ready to Roll

On August 12 the construction bids for the Riverside Avenue Streetscape/Infrastructure Improvement Project were publicly opened. Of the five bids submitted, the lowest apparent bidder was Teichert Construction of Lincoln, CA. Their $7.7m bid is below the engineer's estimate of construction costs and, therefore, fits within the overall project budget.

Staff will finalize their review, process the contract, and submit a recommendation to Council on September 17.

Once the award to Teichert is approved by the City Council, a notice to proceed with construction will be issued. Look for construction to begin in October.

CITY OF ROSEVILLE CALIFORNIA

Merchants Corner

Fit and Relaxed
In Balance Studio,
730 Vernon Street
Anita Perry, a prominent member of the business community and the Downtown Roseville Merchants, has recently opened the In Balance Studio at 730 Vernon Street. Anita, and her knowledgeable staff, offer the following:

Wellness Classes
- Pilates,
- Senior Classes,
- Chair Yoga,
- Yoga,
- Beginning Yoga, and
- Cardio Sculpt.

Body Therapies
- Swedish,
- Sport,
- Deep Tissue,
- Myofacia Release,
- Hot Stone,
- Rain Drop, and
- Thai Massage.

Join an ever growing number of people who have discovered the wonderful staff and outstanding services offered at In Balance Studio. With the holidays just around the corner, what better time than now to prepare for all of the calories and stress that may be coming your way.

Downtown Gets Artsy

As the Downtown continues to evolve, there is no denying that one theme has emerged. The art community has clearly discovered the area.

Visual arts, performing arts, public art, galleries, live theaters, dance studios, and special events…Downtown Roseville has it all!

Downtown art galleries include: the Blue Line Gallery, Noel Flynn Gallery, 404 Gallery, Artful I Gallery, and The Studio Tattoos and Gallery. In addition, first rate live theater performances take place throughout the year at the Roseville and Tower Theaters.

Visitors enjoy artwork at the Downtown Library during the Third Saturday Art Walks

Royer Park is the setting for the annual Performing Arts of Roseville Summer Concert series and Shakespeare in the Park.

Downtown's 3rd Saturday Art Walk continues to gain popularity and attract local residents and visitors to Vernon Street and the Downtown Library. On October 18, in conjunction with the 3rd Saturday Art Walk, Placer Valley Tourism will be hosting an art and wine festival featuring over 40 local artists and 11 local wineries.

The Redevelopment Agency has taken the lead in developing a program to place public art on Vernon street and in Historic Old Town to encourage and support the arts theme that is emerging in Downtown Roseville. Look for new art pieces being placed after the first of the year.

For more information about any of the art activities in Downtown Roseville, go to the redevelopment website at:

www.roseville.ca.us/downtownevents

Catch the Chili Cook Off This Weekend!

10am - 5pm • Sunday, August 31 • Historic Old Town

The Historic Old Town Merchants and the Roseville Moose Lodge are joining together to bring the Moose Lodge's Annual Chili Cookoff to Historic Old Town. Come on out and sample a wide variety of the region's finest, and hottest, chili. In addition, a beer garden will be operating throughout the afternoon. Proceeds go the the local chapter of the Make-A-Wish Foundation.

Dry Creek Continued

located near these pedestrian amenities.

Fire Station #1 must be located within the downtown in order to meet safety response times. The intersection at Oak and Lincoln Streets has been identified as a potential site for the facility. To date, the Redevelopment Agency has acquired two sites required to relocate this facility.

The future construction of the Dry Creek catalyst site will accomplish a number of the goals established by the community vision and incorporated into the Downtown Specific Plan. When completed, the project establishes Dry Creek as an amenity, improves connectivity, and adds mixed use and residential development to Downtown Roseville.

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HOT Farmer's Market Completes 2nd Season

The Sierra Fresh Farmers certified market in Historic Old Town completes their second year on Saturday, September 13.

Overall, despite a move to a more visible location, attendance for this year's event has been down. Still, the folks at Sierra Fresh believe this location has an opportunity to grow into one of the area's largest and best markets in the coming years.

The final opportunities to support the 2008 market, located at Washington and Main Street, are September 6 and 13 from 8 - noon.

Save the Dates for Fall Fun Downtown!

October 11

Historic Old Town
Hot Pink Fun Run
www.rosevilleconnects.com

October 18

Vernon Street
Art & Wine Festival
www.placertourism.com

October 28

Vernon Street
Family Fun Night
www.downtownroseville.com

For more Downtown info:
www.roseville.ca.us/downtownevents

MUSIC in the PARK
PERFORMING ARTS OF ROSEVILLE

Mumbo Gumbo

6 p.m.

September 28

Royer Park

www.RosevilleMusicinthePark.com

Third Saturday Art Walk
6:30 - 9 p.m.
September 20
various Downtown locations
www.roseville.ca.us/downtownevents

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