

Snap Shots

Redevelopment Newsletter • January 2009

Mark Your Calendar

January 7 6:00 p.m.
Downtown Roseville
Merchants Meeting at
A Dash of Panache
217 Vernon St.

January 12 6:30 p.m.
Roseville Revitalization
Committee Meeting at
Civic Center
311 Vernon St.

January 14 8:00 a.m.
Chamber Revitalization
Committee Meeting at
Roseville Chamber
650 Douglas Blvd.



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

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Riverside Update

The sunny, albeit cold weather in early December allowed
Teichert Construction and their subcontractors to accomplish a number of activities. Crews have moved along Riverside Avenue cutting asphalt, trenching, and placing storm drain pipes and inlets. Ongoing utility work in the alleys parallel to Riverside has focused on upgrading the water and sewer lines that support the project area. Extensive trenching has taken place on Darling and Sixth Streets at continued on pg 3...

Projects and Priorities

Redevelopment staff will be focused on the following activities in 2009:

- → Adoption of the Downtown Specific Plan
- → Completion of the Riverside Ave. Streetscape and Infrastructure Project
- Final design for the Town Square
- Completion of new surface parking in Historic Old Town
- Assisting property and business owners

Downtown Specific Plan Hearings Slated for '09

Public hearings are now scheduled for the Downtown Specific Plan and Environmental Impact Report. This is your chance to see the results of the community's work to guide Downtown revitalization!

Both documents are available on the City's website at: www.roseville.ca.us/planning/redevelopment

You're invited to provide input at any of the following hearings (dates are tentative):

Jan. 12, 20, 27 Feb. 2, 12, 19, 26 April 1

To confirm meeting dates, times and locations visit:

www.roseville.ca.us/planning/ redevelopment or contact Planning & Redevelopment Dept. staff:

Kevin Payne kpayne@roseville.ca.us 916-774-5276

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City Offices Closed Dec. 25 - Jan. 2

Public Safety Services and Refuse Pickups will continue as scheduled. Details: www.roseville.ca.us/holidayhours



Merchants Corner

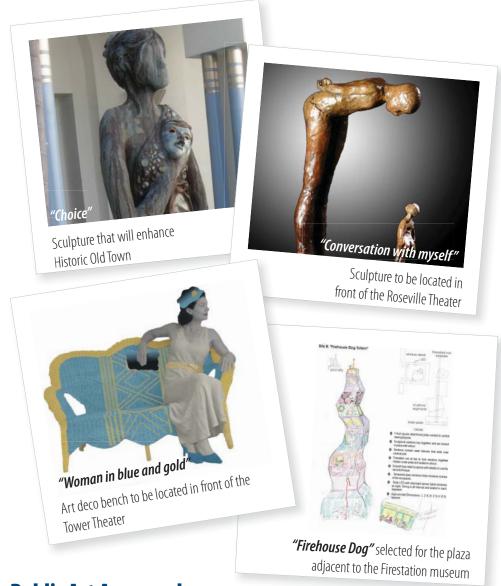
A Beautiful Experience

A little more than 18 months ago, a wonderful little boutique salon opened up at 415 Oak Street in Downtown Roseville.

Pin Up Girls is a vintage style, full service salon that provides a relaxed beauty experience that focuses on the client. The salon's gifted stylists provide contemporary and retro hair styles in a charming salon that features vintage décor and a warm and friendly atmosphere.

In addition to the regular list of beauty services, the salon also works with Mike Martin and Starlet Photography Studios to offer Pin Up Girl photo packages. The photos include hair, makeup, outfits and a photo session in the classic 1940's pin-up girl style of photography. Pin Up girls became synonymous with "the most beautiful women in the world" in the 1940s. For more info call Pin Up Girls salon at 916.622.4337.





Public Art Approved

The City Council approved the creation of the Downtown Public Art Designated Spaces Program at their December 3rd meeting. In addition, the Council approved recommendations for the placement of four sculptures in Downtown Roseville. The recommendations, as forwarded by the program selection panel, the Cultural Arts Committee, and the Roseville Revitalization Committee, are as follows:

- Historic Old Town "Choice" a sculpture by Carolyn Guerra
- Historic Old Town "Firehouse Dog Totem" by Virginia Dains
- Vernon Street (Roseville Theater) "Conversation with Myself" a bronze sculpture by Lorri Acott-Fowler
- Vernon Street (Tower Theater) "Art Deco Bench with Woman in Blue and Gold" by Virginia Dains

Staff is currently working with each of these artists to ensure that the sculptures will be on display by spring of 2009. Per the program guidelines, each piece will "on loan" to the City for a minimum of two years. Look for these pieces in the new year and for the program to expand throughout Downtown Roseville in the years ahead.



Always "At the Ready"

Combining 38 years of fire service experience, Sr. Inspector Denise Keller and Plan Check Engineer Patrick Chew bring a wealth of energy and knowledge to the fire department and the Infill Team.

Denise joined the city 19 years ago to provide code enforcement and nuisance abatement. Denise enjoys working with businesses and property owners to help them understand fire codes and identify safety issues.

Patrick came to Roseville Fire after 10 years with the San Jose Fire Department. He moved to Roseville to raise his family and "be part of this great community". He enjoys giving advice in a way that people understand, providing input that streamlines projects, and teaming with other departments to find solutions to issues encountered by project applicants.

Denise and Patrick are key members of the City's Infill Development Team, and are always prepared to find solutions for project issues.

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Events for the New Year

Catch a new program starting at the Downtown Library -- "Love & Forgiveness." This is a five-part book discussion series funded by an American Library Association and Fetzer Institute grant. Book discussion series begins Jan. 17 at the Downtown Library.

3rd Saturday Art Walk features Roseville High School student artists Jan. 17 at the Downtown Library. Light refreshments served. This is the third year that the high school is visiting us for "Art 2 Art." The program fuses the visual art of Joyce Henry's class with poetry from the students in Cecil Morris' English class.

The popular "Mother Goose on the Loose" program, which combines music, movement, visual literacy, and language development to help get children ready to read, starts Jan. 8, and runs through Feb. 19, from 10:30 - 11 a.m. as a drop-in program.

For Library program info: www.roseville.ca.us/library

Riverside Ave., continued

the south end of the project and electric, phone, and television cables have been placed in this location. This is also the site where the curb, sidewalk, and gutter replacement will begin.

As the rain begins to fall, the progress is likely to slow. However, crews should be back at work in the weeks to come. Look for significant progress in early 2009.



623 Vernon Street Predesign/Catalyst site

The southern end of the Vernon Street District is anchored by a predesign project. The approximately 0.69 acre site is located at the corner of Vernon and Bulen Streets, and is directly north of the recently developed "Rock of Roseville" church. The conceptual development plan includes a mixed use, three story building that would provide approximately 10,000 square feet of retail and restaurant uses on the ground floor, and approximately 20,000 square feet of additional office space on the 2nd and 3rd floors.

The architecture demonstrates the key concepts of the design guidelines by providing a high level of articulation, quality materials and by promoting the pedestrian experience at the ground level. Along with the "Rock of Roseville," this building will help to provide a sense of entry into the Vernon Street District.

