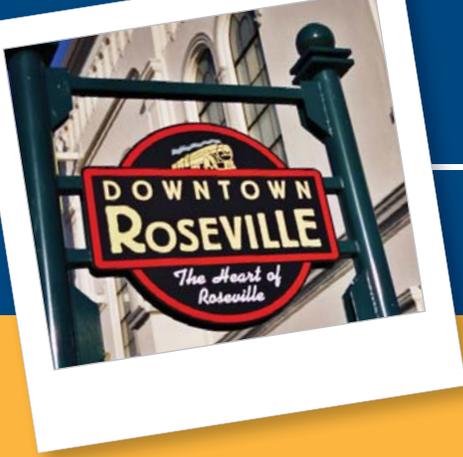


Snap Shots

Redevelopment Newsletter • February 2009



Mark Your Calendar

Feb. 4 **6:00 p.m.**
Downtown Merchants Assoc.
A Dash of Panache
217 Vernon St.

Feb. 10 **5:30 p.m.**
District Merchants Meeting
Location TBD

Feb. 11 **8:00 a.m.**
Chamber Revitalization
Committee Meeting at
Roseville Chamber
650 Douglas Blvd.

Your Team



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State Takes RDA Funds

In an effort to balance the state budget, the Governor has authorized the taking of \$350 million from all California redevelopment agencies. Each agency must pay their proportionate share by May 2009. For the Roseville Redevelopment Agency, the payment is \$478,000 that otherwise could be used for programs and projects. This represents more than 50 percent of the Agency's discretionary income for fiscal year 08-09.

As concerns are mounting that this taking of funds will be repeated again next year, the Agency has joined the California Redevelopment Association, the League of California Cities, the Northern California Redevelopment Alliance, the Building Industry Association, the California State Chamber of Commerce and the Roseville

Chamber of Commerce to send a united message to our local state representatives to maintain full funding for redevelopment in the new budget year.

Our coalition is focusing on key messages to remind our representatives that

redevelopment:

- **creates jobs**
- **eliminates blights**
- **provides affordable housing**
- **supports smart growth principles** - putting people in close proximity to housing, employment, goods and services and transportation

For more information about how this will impact Roseville's downtown or how you can get involved in the coalition effort, contact the Agency at jshellito@roseville.ca.us.

Riverside Improvements Continue

Extensive progress is being made on the Riverside Avenue Streetscape / Infrastructure Improvement project. Crews continue to focus on the water, sewer, electrical and storm drain upgrades. However, the first signs of the aesthetic improvements to the project area are now visible. A section of the new curb, sidewalk and gutter was poured in mid-January on Darling Way and Sixth Street.



Merchants Corner

Tattered House

If you are thinking about changing your home's décor and you need some inspiration or if you are looking for some charming additions to your home and you don't know where to go; look no further. That special place is waiting for you on Oak Street in Downtown Roseville. The Tattered House at 417 Oak Street is owned and operated by Erika Friend and Sandy Bryan. It is a unique, friendly store that prides itself on wonderful customer service and an outstanding array of specialty items for the home.

Erika and Sandy met while selling at a flea market. and a year-and-a-half ago they took the step to open The Tattered House. The Tattered House is a Vintage Living boutique that sells a mixture of antique and vintage French, American, Swedish, Cottage and Coastal finds. As you guide yourself through the shop, you will find that the outside world melts away and you can just relax and immerse yourself in this

continued on pg 3...



401 Vernon Street Site

As part of the Downtown Specific Plan an exciting proposal has been made to improve the southeast corner of Vernon and Grant Street. The proposed project is one of six pre-design sites that will become pre-entitled with the adoption of the Specific Plan. The project is a mixed-use building with subterranean parking, ground level retail and 36 residential units, approximately 80,000 square feet in total area.

This site will complete the development surrounding the future Town Square (currently the Civic Center parking lot), providing a building that is similar in scale to the adjacent Civic Plaza project. By completing the streetscape surrounding the Town Square this building will help to make this area a unique public space, and fulfill the goal of the Specific Plan to define Vernon Street as the "Civic Core."



Downtown's 2252 Shines in Rose Parade

As you may have already heard, the City of Roseville's float in the 2009 Rose Parade was a phenomenal success. The 55' long float, funded entirely by community donations, was seen by millions of viewers worldwide. The float was awarded the Governor's Trophy for best depicting life in California.

Did you recognize the design of the railroad engine on the float? The 2252 locomotive, which is displayed in Downtown Roseville at the junction of Atlantic and Vernon Streets, served as the inspiration.



The train engine was made out of silver leaf, poppy seed, dark lettuce seed, light lettuce seed, onion seed, red strawflower, white rice and black seaweed.

Downtown Specific Plan - share your input

Meetings are scheduled to allow for continued public input on the final draft of this project:

Feb. 2 - Parks & Recreation Commission – 7 p.m., Council Chambers

Feb. 12 - Planning Commission – 7 p.m., Council Chambers

Feb. 19 - Design Committee – 4:30 p.m., Civic Center Meeting Room

Feb. 26 - Planning Commission – 7 p.m., Council Chambers

March 18 - City Council – 7 p.m., Council Chambers

April 1 - City Council – 7 p.m., Council Chambers

The Downtown Specific Plan, and associated documents are available on the City's website at www.roseville.ca.us/planning/redevelopment

Whoville in Downtown Roseville

The Roseville Public Library is bringing Dr. Seuss and his town of Whoville to Roseville! Children in grades 1 – 12 are encouraged to submit poems inspired by Dr. Seuss in the library's 21st annual Poetry Contest. Entries will be accepted February 2 - 28 and children are encouraged to attend the **contest kick-off at 4:30 p.m., Thursday, Feb. 5 at the Downtown Library.**

Cast members from Magic Circle Theater's Seussical the Musical will provide entertainment.

"We are excited to bring Dr. Seuss to Roseville, and to partner with great organizations like the Magic Circle Theatre and Blue Line Gallery," said Rachel Delgadillo, city librarian.

The Roseville Public Library is part of a broader Roseville centennial event celebrating the work of Theodor Geisel, a.k.a., Dr. Seuss, as he is inducted into the 2009 California Hall of Fame. Other events include **"The Art of Dr. Seuss" at the Blue Line Gallery** www.rosevillearts.org and **Seussical the Musical at Magic Circle Theatre** www.mcircle.org.

Tattered House Contd...

quaint and delightful store. Erika and Sandy pride themselves on being honest and fair; casual and helpful; creative; and most importantly, they feel their prices are very friendly. They also run quarterly events, whether it's a flea market or a holiday open house. So, if you are looking for a great, inspiring store, make a point to stop in at The Tattered House and enjoy all that they have to offer.

The Tattered House is located at 417 Oak Street, Roseville, CA 95678. Store hours are Mon-Tue - by chance; Wed-Sat - 10-6; and, Sunday - 11-4. Phone: (916) 772-7700. Web site: www.thetatteredhouse.com and blog address: www.tatteredhouseblog.blogspot.com

Feeling Lucky in Historic Old Town

Bar owners in Historic Old Town are feeling lucky about St. Patrick's Day this year! With the new beautification completed and multiple watering holes now open in the District, the time is right for a festive and fun filled St. Patrick's Day. They are also planning Mardi Gras parties in Historic Old Town Feb. 28.

More details about celebrating in Historic Old Town:
www.myspace.com/rosevilleblockparty



Events Downtown



Third Saturday Art Walk

6:30 - 9 p.m.

February 21

various Downtown locations

www.roseville.ca.us/downtownevents



Seussical the Musical

by the Masters Youth Workshop

February 20 - March 7

241 Vernon St.

www.mcircle.org

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Planning & Redevelopment Dept
311 Vernon St.
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