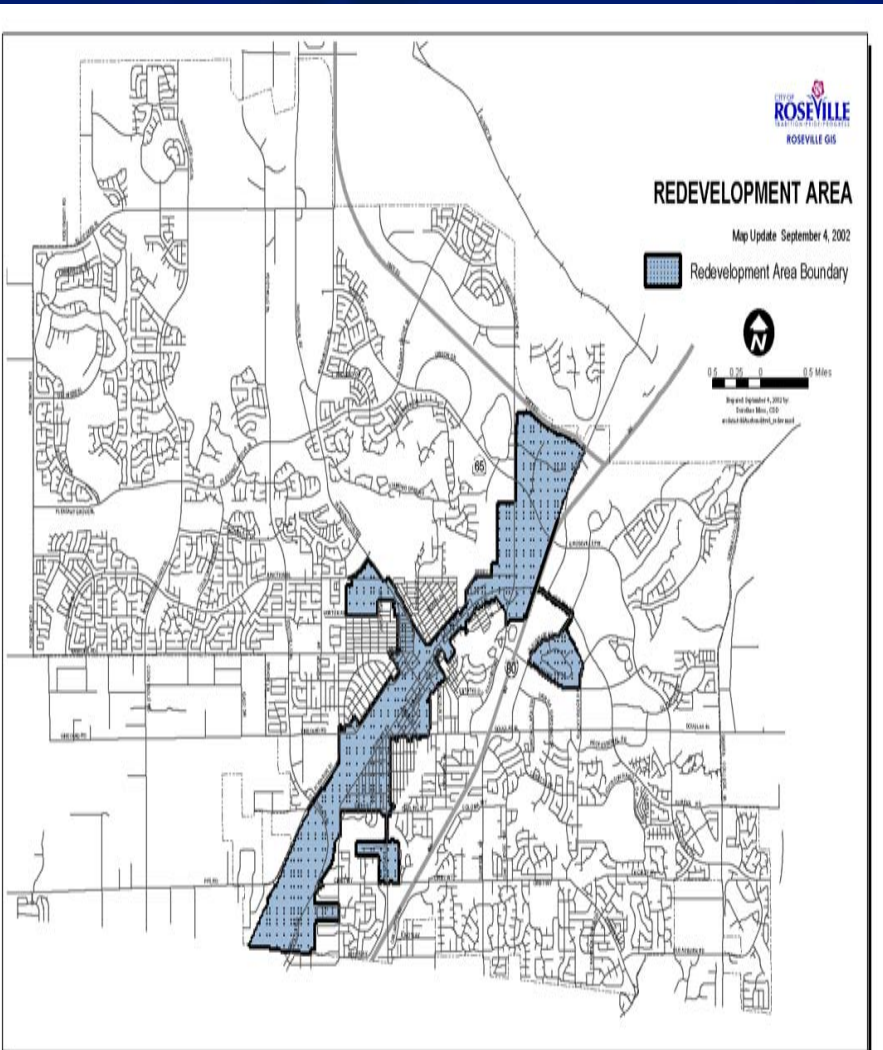




Central Roseville Revitalization  
Five Year Strategy  
1999-2004

# Past, Present & Future



- Review of the vision
- Accomplishments
- Current Work Program
- Priorities
- Future Vision

# Central Roseville Revitalization Strategy

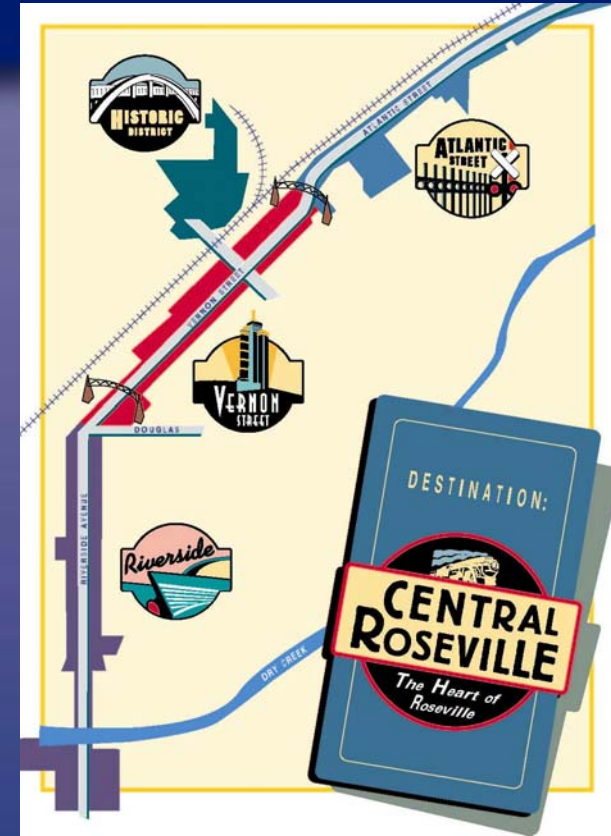
## **Vision for Central Roseville**

*A welcoming, pleasant place of shops and offices, restaurants and cafes, parks and plazas, parades and street-fairs, theater, arts and civic services.*

*A place offering a variety of ever changing activities, goods, and services to Roseville's families, businesses and visitors.*

# Past

1999 City Council adopted the Central Roseville Revitalization Strategy identifying investment of the private sector in cooperation with the city and key partners as critical to a successful revitalization of Central Roseville.



Five key strategy components ...

# Revitalization Strategy

## Goals

- ❖ Improve area's physical appearance and ability to serve businesses and customers.
- ❖ Improve City's processing, planning and development standards for Central Roseville.
- ❖ Establish and involve groups of property owners and merchants to become involved in revitalization efforts.
- ❖ Market, promote and provide incentives to businesses targeted for Central Roseville.
- ❖ Pursue new business development that will draw visitors and customers to the area.

# Strategy

## ❖ Improve the area's physical appearance and its ability to serve businesses and customers

- Civic Center Construction
- Atlantic Street Widening & Improvements
- Vernon Streetscape Project
- Parking Improvements

*Addition of 198 parking spaces in Central Roseville!*





# Strategy

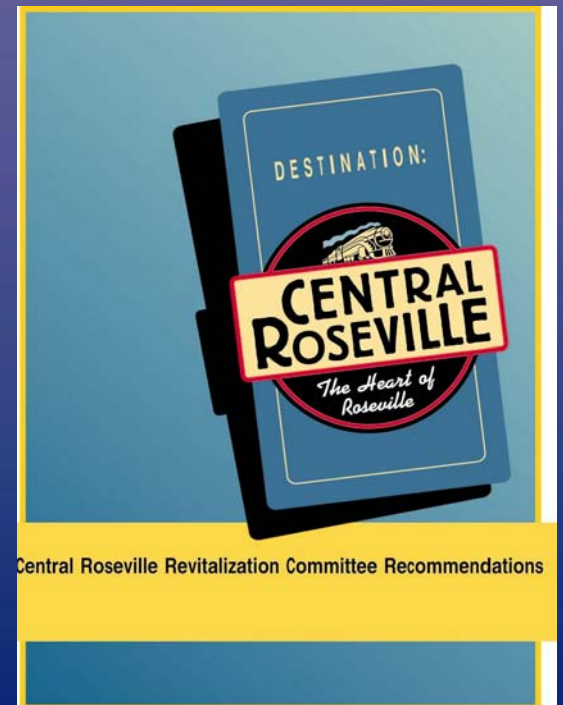
- ❖ **Improve City's processing, planning and development standards for Central Roseville**
  - Permit Center
  - Pre P.E.M. Meetings
  - Inter Department coordination



# Strategy

## ❖ Establish a formal group of property owners and businesses to become involved with revitalization efforts

- Chamber Revitalization Committee
- HORMA
- Downtown Merchants
- Historic District Project Committee
- Riverside Project Committee

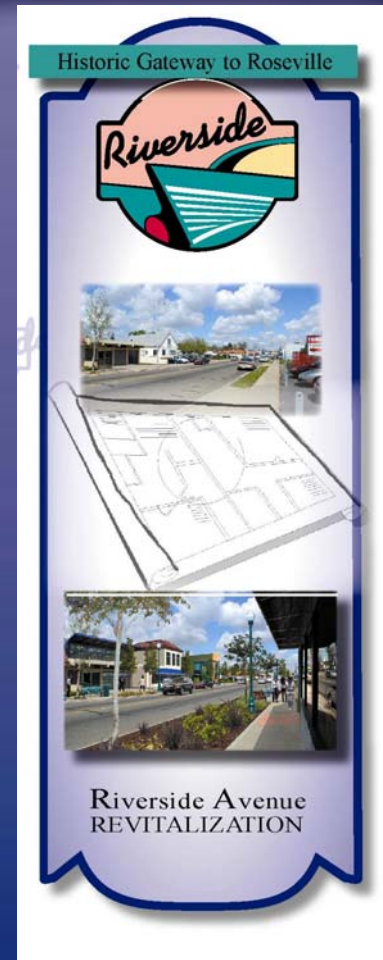


Central Roseville Revitalization Committee Recommendations



# Strategy

- ❖ **Market, promote and provide incentives to businesses targeted for the Central Roseville area**
  - Central Roseville brochure
  - Website
  - Façade Grants
  - Commercial Loan program
  - Development Fee Financing
  - Special Events



# Strategy

## ❖ Pursue long-term projects that can draw visitors and customers to the area

– Bond Projects:

- Riverside Revitalization
- Historic District Revitalization
- Vernon St. Parking/Office Complex
- 316 Vernon Redevelopment
- RSTAC
- Tower Theatre Renovation
- Atlantic Street Widening
- Vernon Streetscape



# Accomplishments





# Vernon Street



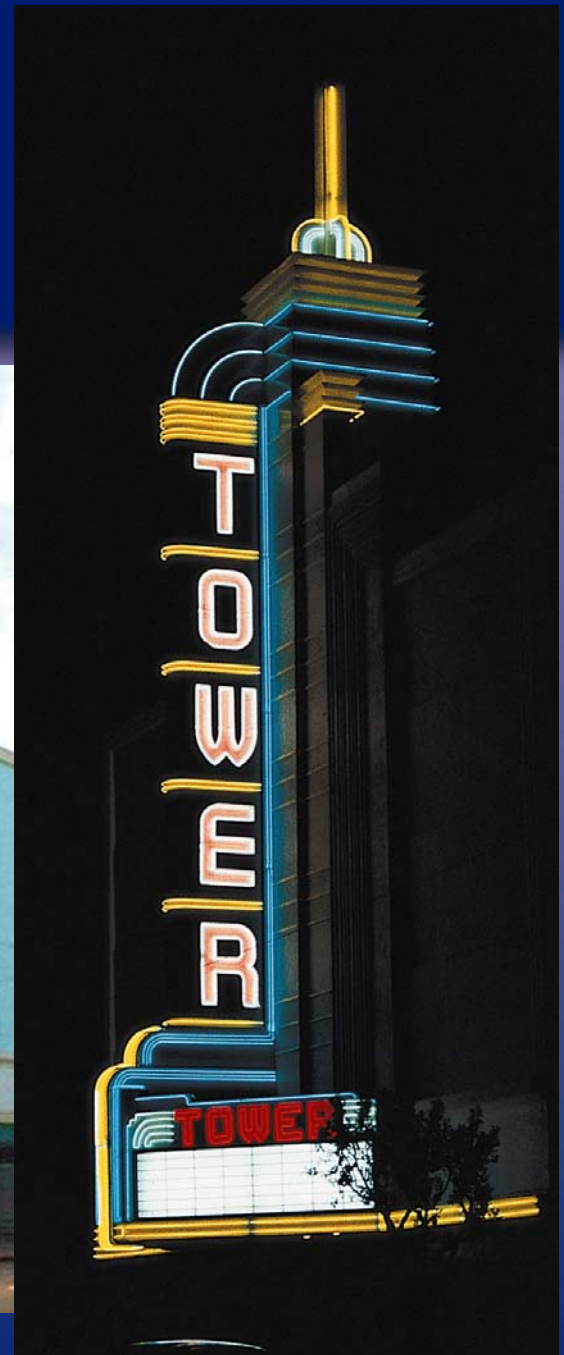
*\$4.2 million project designed to create a pedestrian friendly environment that supports holiday events, street fairs, a variety of businesses and civic activities*

# Roseville Theatre





# Tower Theatre





# Accomplishments



# Accomplishments – Façade Grants

<b>Fiscal Year</b>	<b>Total Subsidy</b>
2002/03	\$189,800
2001/02	\$112,961
2000/01	\$ 45,357
1999/00	\$ 65,908
	<b>\$ 414,026</b>

# Accomplishments— Façade Grants



# Accomplishments – Façade Grants

## Redevelopment Agency Façade Grants Summary 2002/03

Home Passages	5,800
Downtown Deli	5,000
Project Go	10,800
Roseville Plumbing	10,800
Roseville Theater	15,800
Riverside Automotive Sales	10,800
Green Acres	5,800
<b>Total Subsidy</b>	<b>189,800</b>

# Accomplishments – Commercial Loans

Loan Amount	Subsidy Amount	Additional Private Funds	Total Job Amount
\$1,660,638	\$365,261	\$762,274	\$2,788,174

For every **\$1.00** invested by the City,  
private development leveraged **\$6.07**

# Accomplishments – Commercial Loans

## Recently Completed Projects

Chapman Monument	\$150,000
Riverside Auto Sales	\$75,000
Atlantic Street Animal Hospital	\$150,000
Roseville Theatre	\$75,000
Tire Barn	\$150,000
Total	\$600,000





# Accomplishments – Events



# Accomplishments – Events



*Holiday Happenings  
in Roseville*

VISIT WITH  
SANTA CLAUS

Join us for  
Roseville's Annual Holiday  
Celebration and Tree Lighting  
on Vernon Street, Downtown

Enjoy festive music, entertainment,  
free hot chocolate and popcorn!

TREE LIGHTING  
7:00 P.M.



# Current Projects & Priorities

- Continue Bond Projects
- Further refine infill development process
- 316 Vernon Street project
- Washington Underpass Improvements
- Explore opportunities for expanded infill development

In the Works...

•Lofts Project

•600 block of Vernon St.

# Current Projects & Priorities contd.

- Continue work with Committees (i.e. Chamber Revitalization, Business Arts, HORMA and Downtown Merchants)
- Tracking & Reporting results of Revitalization effort
- Increase promotion and marketing of Central Roseville
- Historic District Parking Project
- Pursue funding for infill projects





# Partners key to success...



- ★ CRRC
- ★ RDA
- ★ City Council
- ★ Chamber of Commerce
- ★ Downtown Merchants
- ★ HORMA
- ★ Central Roseville Property & Business Owners...



# Goals Report Card

Pending  
Proceeding  
Achieved

		✓	
✓			
		✓	
		✓	Develop Economic Development Program for Central Roseville



# Goals Report Card

Pending  
Proceeding  
Achieved

		✓	
	✓		
		✓	
		✓	Insure adequate public and private staffing and administrative support to carry out five year strategy.