

# Stakeholders and Subcommittee Status Reports 9/27/23

## Stakeholder Reports

### City of Roseville –Economic Development Department

- Downtown Code Updates - updates include those in response to state legislation and those needed for consistency with the Zoning Ordinance (adding community care facilities, low barrier navigation centers, electric vehicle charging centers where permitted by the Zoning Ordinance, updates definition for gasoline sales, adds note on parking standards), clarification on the 80% ground floor dedication to non-residential uses, and updates the mural guidelines, as detailed in the September 20<sup>th</sup> [report to City Council](#).
- Roseville Venture Lab events – Cybersecurity for your business, Thursday, Oct. 19, 9:30 - 11 a.m. Learn the latest cybersecurity trends and tactics to help protect your business from online threats. Get expert insights on how to prevent, detect, and respond to cyber-attacks at this free cybersecurity event. [Learn more and register](#). The third Roseville Rising cohort begins soon and focuses on community groups and nonprofits.
- The mural on the Roseville Masonic Lodge/Roseville Theatre Arts Academy building is well underway and estimated to be completed at the end of September. Blue Line Arts is overseeing the project and will be planning an unveiling event in October.
- The DRP funded security officer has begun patrolling Friday and Saturday evenings. Allied Security can be reached at 916-824-5906. In October, the City will begin temporarily closing off the top floors of the parking garages to support Allied Security's patrol efforts.
- Staff coordinated an [Infill Development Team Meeting](#) for a wood-fired pizza restaurant looking to locate along Vernon Street. As a reminder, if you have an available tenant space you would like listed on the City's [Available Sites](#) website, please contact [Gina McColl](#).
- The [Washington Boulevard roundabout](#) is anticipated to be open by this November.
- Permit activity:
  - 514-520 Vernon Street – façade improvements include stucco repair, repainting, new landscape rock, and planter box refresh
  - Placer Robotics is under construction at 643 Vernon Street with a grand opening anticipated for November.

### Roseville Chamber of Commerce:

- No updates

### Roseville Parks and Recreation:

- October 7<sup>th</sup> - Farmers Market 8am-3:30pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures: None
- October 12<sup>th</sup> - Food Truck Mania 5-8pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures: S. Grant between Oak and Vernon
- October 14th (Tentative) Bacon & Brew Bash 5pm-10pm; Location: Vernon Street Town Square; Street Closures: TBD
- October 21<sup>st</sup> - Level 5 Rooftop Lounge Event 6:30-9:30pm; Location: Vernon Street Parking Garage 5th Floor; Street Closures: None

- October 26<sup>th</sup> - Family Fun Night 6:30-9:30pm; Location: Vernon Street Town Square;
- Street Closures: Vernon Lincoln to Taylor, S. Grant Oak to Vernon
- October 27<sup>th</sup> - Friday Flicks 6:30-10pm; Location: Vernon Street Town Square; Street Closures: None
- November 9<sup>th</sup> - Honoring Veterans 5-6:30pm & Food Truck Mania 5-8pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures: S. Grant between Oak and Vernon
- November 18<sup>th</sup> - Sylvia Besana Holiday Parade 9am-2pm; Location: Vernon Street & Vernon Street Town Square; Street Closures 7am-2pm: Vernon Street between 6th and Lincoln; Folsom between Vernon and Roseville Square; S. Grant between Oak and Atlantic St.; Pratt St between Vernon and Oak St.
- November 23<sup>rd</sup> - Roseville Turkey Trot Fun Run 9-11am; Location: Vernon Street Town Square/ Downtown; Street Closures  
5am-12pm:  
 Vernon St    between    6th St. & Folsom Rd.  
 Atlantic St    between    Yosemite St & Vernon St.  
 Folsom Rd    between    Vernon St. & Maciel Ave.  
 6th Street    between    Vernon & Mayfair Dr.  
 5th Street    between    Vernon & D St.  
 E Street    between    Vernon & 6th St.  
 Taylor St.    between    Atlantic & Vernon  
 S. Grant St.    between    Atlantic & Oak  
 Atlantic St    between    Taylor St & Vernon St.  
 Linda Dr    between    Lincoln & Folsom Rd  
 E. Washington Blvd.    between    Atlantic & Vernon  
 Lincoln St    between    Atlantic & Oak  
 Jefferson St.    between    Atlantic & Vernon
- November 29<sup>th</sup> - Downtown Holiday Celebration: Tree Grove 6-8pm; Location: Vernon Street Town Square/ S. Grant Street; Street Closures 2-10pm: S. Grant between Oak and Vernon
- November 30<sup>th</sup> - Downtown Holiday Celebration: Tree Lighting 6-8pm, Location: Vernon Street Town Square/ S. Grant Street; Street Closures 2-10pm: S. Grant between Oak and Atlantic St.; Vernon St between E. Washington and Judah

#### **Downtown Roseville Merchants:**

- We are working on Family Fun Night, scheduled for Thursday, October 26th, 4:00 - 8:00 p.m. at the Vernon Street Town Square

# Status Reports

## Admin/Projects:

- No updates

## PR/Marketing, Technology, Events:

- See social media report.

## Clean and Safe:

From Frank Van Sant:

I attended the meeting today at the Oak Street parking garage. In attendance was Gina McColl, Officer Luna from Allied Security, and Lt. Miskewycz from RPD. The conversation centered around the scheduling of officers from Allied and RPD (which was in the email) and the RPD will take care of the Oak Street garage (unless a higher priority call needs them) and Allied will take care of the parking garage near Blue Line Arts.

There was a discussion on things that could be done with both garages:

- a. Speed Bumps, which other municipalities have used but that would probably be funded and installed by the City.
- b. Put up portable barriers that are currently being used by the City to block off Street (example is the Tuesday night events near City Hall.

Allied will still provide monthly reports to the DRP and they are also shared with the Roseville PD.

It was also brought to the attention of the "Preachers" on Vernon Street using a PA system and the LT said from the City attorney they are within their rights to be there. If there is a confrontation, then the RPD needs to be called.

There was a discussion about the littering from the establishments and there is less litter. Officer Luna from Allied has tracked down some of the offenders and requested them not to litter.

There was some discussion about transit people and there is only a couple in the 400 block Allied has taken pictures and filed reports of record besides giving the pictures to the RDP. Most of them are walking the Washington Blvd underpass and going to Royer.

I also obtained from Allied their main phone number to report problems 916-824-5906.

## Shuttle update:

The shuttle service is progressing nicely. Ridership remains fairly consistent each weekend depending on the weather and downtown events. Average passenger count is approximately 40 per night. The shuttle set a record for passenger ridership on August 19th with 64 passengers. The number of passengers downloading and using the App is increasing. The shuttle company is in the process of finalizing the sponsorship program which will be presented to the downtown merchants by the end of September. At

the October board meeting there will be a recap of the shuttle service program with a deep dive into the statistics. Overall, the service has gained a lot of traction with much positive feedback from the community.

#### **Governance, Capital Improvements, Budget:**

- Capital Improvements has funded a renewed Holiday Tree-lighting program that will begin with new lighting installations later this fall (in time for Family Fun Night) and extend through next May. Decorative tree lighting on Vernon has proven to be the most popular means of creating visual interest in our downtown. This program has been fine-tuned to improve the overall quality of the lighting and will be monitored to ensure that the appearance throughout its 6-month duration will be maintained in good order. It is anticipated that the program will continue to be ongoing throughout the coming years.
- Currently, Capital Improvements has been a primary financial supporter, along with the City and the Blue Line Arts, of the new mural that is being installed at the rear of the Masonic/Roseville Theater Building; this project will have a major impact on our district and is expected to bring many new visitors here and will invite new photo opportunities.
- In addition, the City/DRP funded Façade Improvement Program has provided a grant to the buildings at 514 - 520 Vernon Street, where a current remodel is enlivening the image of this part of the Vernon landscape. As Fall approaches, the Committee has received new interest in Façade Grant applications and is anticipating that the Atlantic Street Mural Program will finally get a jump-start.

#### **Arts & Entertainment:**

- Update on the Mural for the Roseville Theater: Artist Graham Carraway started painting as planned on Monday, September 11th. He also sub-contracted a local mural artist, Jolene Russell to assist him on this project. His planned date for completing the project is Friday, September 22nd. Blue Line Arts planned an Artist Meet & Greet for Saturday, September 16th from 5-8pm at the mural site for the community.