



For more information:
Contact Marketing Consultant
Liz Krohn (916) 300-9046
Or
Board President Doug Wagemann
(916) 783-7171

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Construction, New Tenants, Beautification Projects Highlight Downtown Roseville Improvements

Collaborative efforts resulting in a dynamic resurgence

(Roseville, CA) After just one year, the Downtown Roseville Partnership (DRP) in conjunction with city projects and new tenant leases is ramping up for an exciting 2016. The Property Business and Improvement District (PBID) was formed and began official operations, January 1, 2015,

According to DRP President Douglas Wagemann, the first year was a formidable beginning to the partnership's existence. "We have been able to provide new services, maintenance, security and beautification all in the first year. It's just going to get more exciting from here. We appreciate The City of Roseville's assistance, the efforts of Roseville Community Development Corporation and fellow property owner support during this growth period.", said Wagemann.

NEW TENANTS

The resurgence of Downtown Roseville is also exemplified by the numerous businesses set to relocate to the area.

Ninja Sushi and Teriyaki - 238 Vernon Street. The venue is about five times the size of the restaurant's current location on Pleasant Grove Blvd in Roseville. An additional 80 to 100 jobs and a new, larger restaurant that seats up to 450 will soon be serving guests. Owner Steve Kwon hopes to open his doors by the March, 2016. Last year, Ninja Sushi & Teriyaki appeared on Yelp's list of the nation's top 100 places to eat. The restaurant was also the 2015 winner on KCRA's "A-List" for best sushi.

The Strum Shop -209 Vernon Street - will relocate from Roseville Square into an area nearly twice its current size in early 2016. Improvements include a dedicated 50-plus seat auditorium, 7 Lessons Studios, a full service, on-site repair shop, shipping and receiving area, and a larger showroom for their ukuleles, guitars and other instruments.

Cheese Louise Diner & Grille - 400 Vernon Street is now in a soft open. It will cover 2,500 square feet at 400 Vernon St, just across from Roseville's City Hall. The original Sacramento location, which closed in 2014, was voted among the best places for a grilled cheese sandwich.

Health Education Council/Glue Factory - 244 Vernon Street. Gordon Fowler, Principal of 3fold Communications and Health Education Council's Debbie Oto-Kent are collaborating on a new non-profit made up of small business entrepreneurs who creatively tackle community health initiatives while building their own products and services now under one roof—The Glue Factory.

Fig Tree Coffee - 222 Vernon Street is now under construction and hopes to open in the spring. The new coffee, art and music lounge will be a welcome gathering spot to augment the new construction of two floors of Sierra College campus (see below), city workers and visitors alike.

Roseville Pedicabs- 640 Vernon Street. As a sustainable alternative to gas-powered golf carts and vehicles, Roseville Pedicabs are a unique eco-friendly mode of transportation, providing non-motorized passenger transportation for short trips throughout the region.

CONSTRUCTION

Not to be outdone, the construction of a new **four story office complex** with ground floor retail, parking structure and additional connectivity through the renovation and construction of two bridges connecting to Royer Park is all under way. According to Roseville Economic Development Director Chris Robles, the projects will provide growth and infrastructure supporting greater activity. "These projects are the result of hard work by The City, The RCDC, and the Downtown Roseville Partnership. It's an exciting time ahead for our City", said Robles.

The 83,000 square foot **City Office Building Project** at 316 Vernon Street is scheduled for completion in January of 2017. The four-story structure will house various city departments, offer a small amount of ground floor retail space, and provide, through a ten year lease, instructional space for Sierra College's community education and public safety training programs. The building will be completed in time for Sierra College to begin classes for the spring semester in January 2017.

This new facility will be a key addition to Roseville's downtown, bringing foot traffic from 250 Sierra College students and faculty daily. Sierra College classes will operate Monday-Saturday from 8 a.m. to 10 p.m.

Construction of a **multi-story parking garage** between Vernon Street's 200 block and Oak Street will begin in the spring and take approximately one year to complete. This new public parking facility will address current and future parking demands and further improve pedestrian connectivity in Downtown Roseville. It will provide approximately 468 additional parking places.

Phase 2 of the **Downtown Bridges and Bike Trails Project** is anticipated for construction in summer/fall 2016 and will include continuation of the Downtown trail into Royer Park, rotation and refurbishment of the Rube Nelson “Icehouse” Bridge and construction of the Taylor Street (Library Replacement) Bridge.

About Downtown Roseville Partnership PBID (Property and Business Improvement District).

The DRP began operations on January 1, 2015 representing 72 property owners and 132 parcels. The District includes parcels bound by Walnut Street on the north, Atlantic Street on the west, and Douglas Boulevard on the south. The eastern boundary extends to parcels fronting the east edge of Linda Drive between Walnut Street and Lincoln Street. The western boundary of parcels covers the west edge of Park Drive between Lincoln Street and Taylor Street, and Gopher Gulch Alley between Judah Street and Douglas Boulevard.

The purpose of the DRPBID is to provide activities and improvements including beautification, maintenance and landscaping; security; advocacy and administration; and marketing only to assessed parcels within its boundaries.