







Economic Development Department contact: Karen Garner (916) 774-5473 kgarner@roseville.ca.us

Roseville Business Activity

May 9, 2011

New Retail and Service Businesses

- Freebirds World Burrito has obtained sign permits for 10305, Suite 100 Fairway Drive (near In-N-Out Burger). The privately owned chain opened its first location at Northgate in College Station, Texas in 1990, and now has restaurants across the states from Oklahoma to California. The restaurant's décor features "Libby" flying high above on custom made bikes along with Monster and SuperMonster burritos and other tex-mex food selections. www.freebirds.com
- The Wellness Depot has submitted tenant improvement plans for a 1,211 sq. ft. suite at 1611 Douglas Blvd. The Wellness Depot's mission is to bring high quality nutritional education to people of all ages and backgrounds, empowering them to achieve optimum wellness and vitality.
- Newbold Cleaners will be expanding to a new location at 9213 Sierra College Blvd. in the Granite Bay Pavilions. Tenant Improvement plans are under review for 1,100 square feet of tenant space. www.mynewboldcleaners.com
- Sweet Stuff Cakery will soon be opening at 3031 Foothills Blvd, Suite 110. Their website, www.sweetstuffcakery.com, displays a variety of artistic cake and cupcake designs. Owner, and professional cake artist, Veronica Saechao, will be looking forward to sharing her ideas for your upcoming special events!

Office Tenant Improvements

 John Adams Academy has submitted for tenant improvements for 51,177 square feet of office space (in 3 buildings) at 1 Sierragate Plaza. As previously reported, the academy's private K-12 school utilizes an education model centered on mentors and classics fostering student-empowered learning and principles of leadership.

Planning and Redevelopment Applications

 The City received an application on May 2nd for Amoruso Ranch (formerly referred to as Brookfield). The application will include Annexation, General and Specific Plan amendments, Environmental Impact Review (EIR), and large lot tentative map consistent with the proposed land uses. Amoruso Ranch is generally north of the Creekview Specific Plan, and northwest of the current Roseville city boundaries.





Shaft





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Roseville Business Activity

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Industrial/Warehouse/Distribution

- California Plant and Seed Lab is leasing a 1530 square foot suite at 7311 Galilee Rd. Cal-SPL was founded by Dr. Parm Randhawa in 1992 to perform seed health testing for the vegetable seed industry. The company expanded its services to include seed germination, seed purity, disease diagnosis, resistance screening, hybrid purity, variety fingerprinting and non-GMO testing.
- Shaft's Cheese Company, LLC will be relocating to 10652 Industrial Avenue, in a 9,400 square foot building in Parkside Industrial Center. Shaft's Cheese Company is a small, family owned and operated company specializing in the aging and distributing of fine blue and specialty cheeses.

Other Business News

- The Sacramento Business Journal recently named Roseville as the "Most Business Friendly" city in the Sacramento region, winning 40% of the vote! Thanks to everyone who voted.
- Mark Your Calendar! Roseville 2011 is on Friday, May 20, starting at 11:00 am. This is Roseville's biggest business showcase of the year! Stop by the City's booth to share your thoughts on doing business in Roseville and help us remain the region's most business friendly city. For more information, visit the Chamber's website at www.rosevillechamber.com or call (916) 783-8136.
- The State Department of Finance released population numbers for California cities and counties. Roseville's population as of January 1, 2011 was 120,593, making it the fifth fastest growing city under 300,000, based on numeric population change. Roseville added 2,360 new residents in 2010. More residents = more customers!
- On May 4, the City Council voted to suspend the Development Impact Fee Annual Inflationary Adjustment. The inflationary adjustment is typically implemented on July 1 each year. The suspension applies to City-controlled development impact fees. The City has not implemented inflationary adjustments since 2008.
- At the May 18 Council meeting, City staff will provide an overview of the City's temporary sign regulations, and discuss feedback received from businesses at the Chamber's Business Walk concerning the need for more temporary signage. There will be an opportunity for public comment and the Council will provide staff with direction on possible modifications to temporary sign regulations.

