









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

Roseville Business Activity

December 1, 2011

New Retail and Service Businesses - Business Shorts:

- Ruby's Bangles, offering retail sales and threading services, will be locating at 3988 Douglas Blvd., S-120, in the Renaissance Creek Shopping Center.
- **Heald College** has added a 1,847 square foot dental lab to their campus at 7 Sierra Gate Plaza.
- Famous Footwear at 1240 Galleria Blvd., S-140, is undergoing a major remodel or their 4,878 square foot suite in the Creekside Retail center.
- Nothing Bundt Cakes will be opening in an 1,811 square foot leased suite on December 1st at 1112 Galleria Bl. S-140 in the Creekside Retail Center. They will be offering special grand opening promotions including a fund raiser for the Keaton Raphael Memorial on Friday, December 9; free bundlets for a year for the first 50 customers on Saturday, December 10; family fun activities on Saturday afternoon and a ribbon cutting on Tuesday, December 13 at 11:30 a.m.

New Office Tenants:

Syngenta is currently processing a new tenant improvement for 3,666 square feet of office at 1075 Creekside Ridge Drive. Syngenta is committed to assisting its customers, farmers from all over the world, in their daily needs, by developing and offering a broad range of innovative products such as completion of the Rice Genome Map by researchers of the Torrey Mesa Research Institute (TMRI), the genomics research center of Syngenta in January of 2001. This groundbreaking discovery provided researchers with crucial new knowledge to improve food crops when Syngenta made the Rice Genome Map publicly available in 2002.

Syngenta has also turned sustainable agriculture into its credo and launched the Syngenta Foundation for Sustainable Agriculture in 2001. The goal of the Syngenta Foundation was – and still is – to improve rural livelihoods in semiarid parts of the world in sustainable ways. It promotes innovative methods and technologies to help farmers increase their food production and make the best possible profit. Today, the foundation runs nine programs in the world's poorer regions of South America, Africa and India, and contributes to improving farming in various related projects. (*Photos courtesy of Syngenta*)













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Platt Electric Supply is locating at 2028 Opportunity Drive. Platt has been in operation since 1953 and has over 105 locations. The company offers wholesale industrial electrical, lighting and automation materials. The leased are a is approximately 7700 square feet.

Extended truck routes:

The City Council recently approved additional Surface Transportation Assistance Act (STAA) truck routes in Roseville's industrial area. The new STAA truck routes include:

- Industrial Ave. between Galilee Road and northern city limits
- Galilee Road between Pleasant Grove Blvd. and Industrial Ave.
- Alantown Drive and Packard Drive (connecting Blue Oaks Blvd. to Industrial Ave.)
- Foothills Blvd., north of Blue Oaks Blvd

With the additional truck route designations, there is greater flexibility for accessing businesses in the Industrial area by semi-trucks. including STAA vehicles which are typically longer than California Legal trucks and are often used for interstate commerce. complete list of all STAA and California Legal truck routes, please see truck route information on the City of Roseville website, Public Works Department.

Recycling Event:

Telefunken Semiconductors America, Sims Recycling Solutions and Pacific Records Management are partnering with the City of Roseville for a free electronic waste collection and document shredding event on January 14th from 9:00 AM to 1:00 PM. The event will be held at Telefunken at 7501 Foothills Blvd. For more information contact Sims Recycling Solutions at 916-772-5681.\

City Office Closure Information:

City of Roseville non-emergency offices will be closed Dec. 24th -Jan. 2nd in observance of the holidays. Normal operating hours will resume on January 3, 2012. All submittals for new applications, extensions, modifications or re-submittals must be received at the counter NO LATER THAN NOON on Friday, December 23th in order to be considered accepted during 2011.

HAPPY HOLIDAYS!

