

Roseville Automall Fiat









Economic Development Department

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

Roseville Business Activity

June 1, 2012

Retail and Service Businesses

- The Roseville Automall Fiat Dealership will be constructing a new building of approximately 7300 square feet at 250 Automall Drive. The building permit application to construct the dealership was submitted on May 3. Previous design applications were submitted and approved by the Design Review Committee on April 19, 2012. The building is valued at \$453,000.
- <u>Justice</u> is remodeling their store at Creekside Retail Center, 1232
 Galleria Blvd. S-150 and will be adding the <u>Brothers</u> brand of clothing. Justice has been bringing the hottest fashions to "tween" girls at this location since 2005 and will now bring the hottest fashions to "tween" boys as well! The remodel project is valued at \$165,000.
- Sammy's Rockin' Island Bar and Grill is moving forward with tenant improvements at 238 Vernon Street. The 10,000 square foot "family-friendly, island-themed" restaurant will feature pan-Asian influenced cuisine with burgers, seafood, sushi, pasta and salads as well as a full bar, wine list and draft beer. The building is designed with two floors, outdoor seating on two levels and a stage for live entertainment. Sammy's Rockin' Island Bar & Grill will be the first one of its kind and is designed to be a hybrid of Cabo Wabo Cantina and Sammy's Beach Bar & Grill. In addition to outdoor seating, the restaurant will also have upstairs, open-air seating that will allow patrons to look out over Atlantic Street and the Roseville rail yards.
- Zuda Yoga will be locating a new facility at 1470 Eureka Road in the Eureka Ridge Plaza. Zuda combines a challenging physical practice that is fun, dynamic and energizing with the profound message of yoga. Yoga is a way to help you get "within", to the place housing the answers to living an amazing life. Their practice is bold and enlivening to enable participants to get past the resistance many of us have. Their yoga style is fun because they believe life should be playful in whatever endeavor you undertake. An element of joy, of smiling, of liberation, creates a foundation and enables you to look forward to your "time on the mat" each day. It is that time where you can unshackle yourself from your serious game face and be you.
- The Strum Shop recently opened at 408 Roseville Square, near Sunflower Farmer's Market. The Strum Shop offers great deals on ukuleles, guitars, banjos, mandolins, harmonicas and other fine acoustic instruments and accessories. They also offer private lessons, group classes and repairs. the Sacramento area Ukulele University meets here the first Saturday of each month starting at 10am.













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New Retail Tenants, cont'd.

- <u>AutoZone</u> has submitted for Design Review and Building permits to construct a new building at 361 Roseville Square. The vacated Firestone and Pizza Parlor buildings on the corner of Harding and Estates Drive will be demolished and a new 7,475 square foot automotive parts retail store will be constructed in their place. The new building is valued at approximately \$375,000. AutoZone is the nation's leading retailer and a leading distributor of automotive replacement parts and accessories with more than 4,800 stores in the US, Puerto, and Mexico.
- Chuck E. Cheese at 9601 Fairway Drive, in the Fairway Commons shopping center, is planning a large expansion of their existing space into the adjoining suite for a total of approximately 16,688 square feet. The valuation of the expansion is \$255,000.00. Chuck E. Cheese's was founded by Nolan Bushnell (founder of Atari & Pong), in May 1977. The first Chuck E. Cheese's was located on Winchester Boulevard, in San Jose, California. The concept for Chuck E. Cheese's evolved from Mr. Bushnell's belief that there were not enough places where young people could go to play video games that had a family atmosphere. Today, Chuck E. Cheese's consists of over 500 entertainment centers in 48 states and 6 countries.
- Next month, look for the announcement of a new tenant at the <u>Westfield Galleria at Roseville</u>. Hint: it will be the first of its kind in California, but the "parent" company of this store is already well represented at the mall.

New Office Tenants

• Energy Exemplar is a leader in the technology of power market modeling. Energy Exemplar's PLEXOS® for Power Systems (PLEXOS®) is used by independent system operators, regulators, generation companies, transmission companies, consultants and analysts across every region of the world for power market modeling, planning, and portfolio optimization. PLEXOS® is a truly next-generation power market simulator with solution methods based on linear, mixed integer and quadratic optimization. The company is been issued a remodel permit for offices at 3013 Douglas Blvd., Suite 120, in the Olympus Corporate Center. The company spans the globe with offices in London, Australia, and Roseville!













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New Industrial Tenants:

<u>Capital Gun Club</u> will be locating an indoor firing range at 2001 Opportunity Drive. The tenant space is approximately 18,000 square feet and will host 18 firing lanes and a retail sales area. Capital Gun Club is accepting early registration with a variety of membership options.

Planning Applications:

- <u>Kiddie Academy</u>[®] is processing a Design Review Permit for a new 9,327 square foot facility located at 5100 Foothills Blvd. Kiddie Academy excels in educationally focused childcare. Since the launch of their first academy more than 30 years ago, Kiddie Academy has experienced tremendous growth. Today, they have academies coast to coast.
- The <u>California Department of Motor Vehicles</u> will be constructing a new office building at 7100 Galilee Rd. The new building will be approximately 17,000 square feet, quadrupling the current 4,000+ square foot facility on Harding Blvd. The applicants have submitted for a Design Review Permit to the City for approvals. According to a <u>recent article in the Press Tribune</u>, the approximate time table for a grand opening will be approximately three years.

Community Events:

- <u>Circus Vargas</u> will be back at the Galleria Mall August 9th— 14th, 2012. Circus Vargas embraces the idea that the circus is really for kids. It delights little ones more than its counterparts that present circuses on different levels. This is the most kid-friendly traveling circus anywhere. It involves toddlers to teens, giving them the thrill of a lifetime when actually participating in the fun and fantasy.
- On June 6, the City Council will consider the recommendations of the Grants Advisory Commission to fund 49 grants totaling **\$499,365!** These grants fund programs and services provided by nonprofits serving Roseville and the surrounding community. Funding for the annual grant awards is provided by the Citizen's Benefit Fund, REACH Fund and Roseville Automall Community Fund. The Roseville City Council established the Citizen's Benefit Fund in 1993 with the proceeds received from the sale of the City owned Roseville Community Hospital. Since its inception, the fund has provided over \$13 million to local nonprofits. For more information about the grants process, a video is available at www.roseville.ca.us/grants. Businesses interested in supporting the good work of local nonprofits can partner with the City's REACH Fund. 100% of the donations to the REACH fund are invested back into the local community through this competitive grants process.

