Roseville Business Activity

October 15, 2010

Retail Tenant Improvements

- **Wayside Noodles,** a Vietnamese restaurant, will be opening at 1060 Pleasant Grove Blvd., in the Roseville Crossings center at the corner of Pleasant Grove Blvd. and Roseville Parkway.
- **Furnitalia**, a furniture store specializing in contemporary Italian furnishings, will be opening in the Westfield Galleria. This is the second location for Furnitalia, with the first at the Town & Country Village in Sacramento.
- **Swagat Indian Bistro** will be opening at 9213 Sierra College Blvd. in the Granite Bay Pavillions at the corner of Sierra College Blvd. and Eureka Rd.
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Closings

- **Naturwood Furniture** at 360 N Sunrise in the Centerpointe shopping center will be closing. The building is listed for sale by MacLaughlin & Company
- **Piatti Restaurant** closed last month at the corner of Douglas Blvd. and East Roseville Parkway.

Economic Development Department
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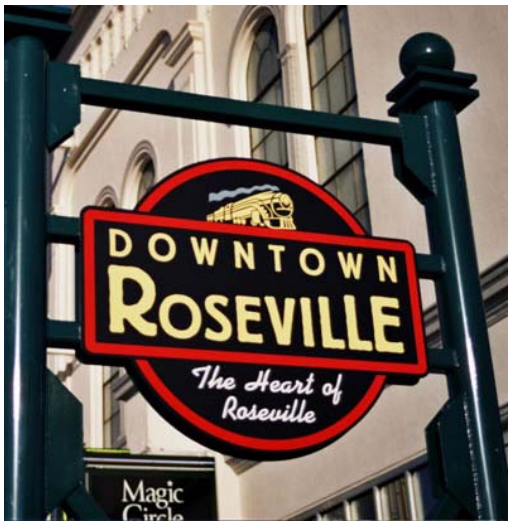
CITY OF ROSEVILLE CALIFORNIA



Roseville Business Activity

October 15, 2010 (page 2)

Office Tenant Improvements

- **PROLIN**, an innovator in SaaS-based IT Service Management (ITSM) in the cloud, announced the opening of a new Research and Development facility in Roseville at 1380 Lead Hill Blvd . PROLIN's Roseville R&D facility is now ramping up to build a team of up to 20 experienced engineers, with plans to grow the team over time.
- **Kronick Moskovitz Tiedemann & Girard**, a full service law corporation, will be opening an office at 2390 Professional Drive. KMTG has offices in Sacramento (headquarters), Walnut Creek, San Luis Obispo, Bakersfield with attorneys that practice in the law areas of estate planning, natural resources, business, construction, education, employment and labor, energy, environmental, insurance coverage, litigation, municipal and public agency, climate change, non-profit organization, public finance, real estate and land use and redevelopment and housing.

Downtown/Redevelopment area

- **Rustic Grains**, a full service bakery, will be opening next week at 406 Vernon Street, the site formerly occupied by Dainty Pastry. Rustic Grains has done a major remodel expanding the customer area and adding seating.
- On October 3rd the City Council awarded funding in the amount of $4 million dollars in housing bond funds and an additional $1.96 million in housing trust funds. Through a competitive, two applications submitted by **USA Properties** and **Mercy Housing** were selected to receive a share of the funding.

  USA Properties is proposing a 72 unit mixed use development located at the corner of Main Street and Washington Boulevard in the Historic Old Town. A project submitted by Mercy Housing consists of a 45 unit mixed project located at the corner of Vernon Street and Bulen Street. The Revitalization Committee, which recommend the projects to the City Council found that both projects were extremely well designed and would bring value to the Downtown.

  When completed, these projects will add approximately 130,000 square feet of new development to the Downtown. It is also important to note that these projects implement two key objectives of the Downtown Specific Plan; 1) they develop residential housing ultimately bringing people back to the Downtown, and 2) they promote a mixed use environment where housing is being developed in concert with commercial uses.

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This list highlights some of the current business activity in Roseville and is not intended to be a comprehensive list of all new businesses, tenant improvements or other business activities.

CITY OF ROSEVILLE CALIFORNIA