









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

Roseville Business Activity

January 5, 2012

Business Ticker:

- Nordstrom, in the Westfield Galleria at Roseville located at 1131 Galleria Blvd., is undergoing an interior remodel of their 144,000 square foot building, valued at over \$1 million dollars.
- Golfland Sunsplash will be constructing a new slide at their 1893
 Taylor Rd local. The new Double Dare should make its debut by next
 swim season!
- Applications have been submitted to Planning for the expansion of the showrooms and repair facilities and remodeling of the storefronts to accommodate the relocation of the BMW, Chrysler and Honda dealerships in the <u>Roseville Auotmall</u>. Construction is expected to begin in March.
- **Walgreens** located at 3999 Foothills Blvd., will be installing an electric vehicle car charging station.
- **El Azteca Restaurant** located in the Brickyard shopping center at 4006 Foothills Blvd. will be undergoing an expansion of nearly 1,000 square feet to their existing suite.
- Mountain Mikes Pizza will be locating in the TJ Maxx plaza at 1850 Douglas Blvd.. The suite was formerly occupied by Pizza Hut.
- OMG Yogurt has received a certificate of occupancy and is open for business at the Bel Air Center located at 1200 Cirby Way.
- Extreme Java Jungle Café located at 400 Vernon Street, in the Maynard Building across from the Post Office, is now open for business! They specialize in coffee and espresso based beverages and have a full service cafe as well.
- Recently opened: Reinvent Clothing, a boutique and consignment store at 244 Vernon Street; The Place an Italian restaurant serving lunch and dinner at 221 Vernon Street; Linen Outlet, a Bay Area chain offering quality bedding and linens at closeout prices in Roseville Square next to Trader Joe's.

New Retail and Service Businesses:

- Roosters Men's Grooming Center will be locating at 781 Pleasant Grove Blvd., S-190 at Highland Plaza (Nugget Market Center). The Roosters experience combines modern grooming techniques with classic barbershop elements. They strive to provide men with a customized experience through services and products that reaffirm what it means to look and feel like a man! Roosters encourages clients to relax and unwind in an atmosphere reminiscent of the past!
- West Coast Martial Arts School has submitted plans to occupy approximately 2,900 square feet at 1402 Blue Oaks Blvd. WCMA belongs to the Ernie Reyes Martial Arts Association, and will have a variety of martial arts classes for adults and children.











Roseville Electric



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Roseville Business Activity

January 5, 2012

Planning Applications

A Design Review Application has been submitted to convert the partially constructed building at 10221 Fairway Drive (in front of Lowe's and Big Lots!) from a retail building to an auto repair facility for **Brake Masters**.

A Lot Line Adjustment application has been filed for a lot at 7200 Galilee Road (Diamond Plaza) to create a parcel that can accommodate the design of a new **<u>DMV</u>** facility. Once the LLA is approved, the lot can be sold and a Design Review Permit submitted for the new facility.

In the News

An article in the December 30th edition of the **Sacramento Business** Journal discusses the growing medical technology field in the region and mentions several Roseville based companies including **Care Innovations LLC**, **Wijit**, **Inc.**, **Pride Industries** and **Evena Medical**. Roseville is proud to be home to these companies that are on the forefront of innovative technologies in this important field!

City News

In response to the feedback from stakeholder forums, the City Council approved at its Dec. 21st meeting, a proposal to introduce a new Citywide permitting software system. The new web-based permit system called **Accela Automation** will allow applications to be filed on-line, provide permit tracking features, and interface with City GIS among other innovative upgrades. The new software will enable the community to process and track their applications in a more efficient manner. Phased implementation will proceed over the course of 2012.

Roseville Electric—Business Incentives

Reducing energy is important for improving operations and maintenance budgets. Roseville Electric offers business customers a wide range of energy efficiency incentive programs to help reduce energy bills. Customer service and account representatives are available to walk you through the process – call RE at (916) 79-POWER or email a customer service representative for more information. Reservations are required!

Fire Department relocates services to Permit Center:

The **City of Roseville Fire Department** will be locating staff and plancheck/inspection services at the Permit Center located at 311 Vernon Street. Starting January 9th, sprinkler, tent, and a host of other permits as well as appointments for over the counter Fire plan check can all be carried out at the Permit Center. The phone number will remain the same at 916-774-5800.

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.

