









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

Roseville Business Activity

April 1, 2011

New Retail and Service Businesses

- 5 Guys Burgers is reportedly under lease negotiations at Renaissance Creek shopping center at 8620 Sierra College Blvd.
 This East Coast burger giant began business in Arlington, Virginia in 1986 and now has over 750 franchises in 40 states and Canadian provinces. 5 Guys has received many accolades and has been reviewed and rated in Zagat's since 2001.
- The Doggie Bag Bakery and Boutique specializes in holistic nutrition for dogs. The owners are opening a second location in addition to their Granite Bay store at 1070 Pleasant Grove Blvd. Suite 100, in the Highland Crossing shopping center. Aside from healthy dog food, the boutique offers doggie apparel, carriers, treats, toys, collars and leashes among other unique items - even doggie art! www.thedoggiebag.com
- Sequoia Pacific Builders recently secured an interior demolition permit for several suites at 1426 E. Roseville Pwy. The intent is to combine three suites into a 6,436 square foot full-service salon and day spa. Studio 55 Salon Suites is a provider of private individual salon suites for established beauty and wellness professionals. Tenant Improvement plans are expected to be submitted within the month.
- California Backyard will be moving their outlet store across the street to 9400 Fairway Drive, S-140. The outdoor lifestyle retailer will occupy the space vacated by Petland. The new 7,000 square foot store will be an outlet for minor dinged and dented items as well as seasonal items no longer carried in the retail store on Eureka Road. California Backyard has been at the Eureka Rd. location for nearly 13 years.
- The California Caramel Company is currently processing building permits to relocate their office/warehouse facilities from Lincoln to Roseville at 7211 Galilee Rd. The company specializes in gourmet decorated apples, pretzels, marshmallows, and caramels for gifts and also as favors for weddings and other celebrations. A unique bonus is the ability to send personalized messages along with the gift, or to have personalized cards adapted to the favors to match any occasions' theme. www.californiacaramelcompany.com
- Happy 10th Anniversary to the Jared Jewelers located at 1128 Galleria Blvd. It has been 10 years since this past January that the building for Jared's was completed. Recently submitted tenant improvement plans show an interior remodel valued at nearly \$400,000. Here's to the next successful decade!











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Roseville Business Activity

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New Retail and Service Businesses cont'd

• Tenant Improvement plans and a conditional use permit application were submitted for the former "Bank of Italy" Building in Historic Downtown Roseville at 341 Lincoln Street. The new use is The Vault, an upscale Ultra Lounge. The building was designed by renowned architect, Henry Minton and was constructed with poured concrete and craftsman detail in 1929. Designed, appropriately, in the Italian Renaissance Revival style, the bank set a standard for high quality construction. The developer is playing off the Bank of Italy theme by continuing with a swank "bank-inspired" interior. The 2,988 square foot club includes an upper mezzanine level that looks down on the action of the main floor. The ultra-lounge concept will provide a local destination for the upscale club patron who might have otherwise traveled outside City limits for a similar experience.

Industrial/Warehouse/Distribution

- Vanelli Foods is expanding their South Placer County presence and moving operations to 8880 Industrial Avenue. Vannelli offers high quality, all natural, fresh pasta in classic Italian varieties and unique flavor combinations. The gourmet packaged pasta will be made, packaged and shipped from Roseville to finer grocery stores, natural foods stores, and specialty food retailers.
- Telefunken Semiconductors and Renesas Electronics Corporation announced that they have signed an agreement under which Renesas Electronics America Inc. will sell its semiconductor wafer fabrication facility in Roseville, California, to Telefunken Semiconductors International LLC, a group company of Telefunken Semiconductors GmbH & Co. KG. Telefunken said it would invest up to \$80 million to triple the capacity of the facility, which currently employs about 590 people. Telefunken Semiconductors has a manufacturing facility in Heilbronn, Germany as well as offices in San Jose. The sale price is approximately \$53 million U.S. dollars, and the closing for the sale is planned for May 2, 2011. Telefunken intends to utilize the 200-millimeter (mm), eight-inch line at the Roseville factory to manufacture its own analog/mixed-signal, HV products and the products for its strategic foundry partners. Telefunken also will enter into a supply agreement with Renesas Electronics for manufacturing services at the Roseville factory. The Roseville plant, originally built by NEC Electronics, changed its name last spring when NEC Electronics and Renesas merged.

