











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

Roseville Business Activity

November 1, 2011

New Retail and Service Businesses

- The Place will open on November 12th at 221 Vernon Street. Located in quaint DownTown Roseville, The Place is where you'll want to be for tasty Italian treats like hand-tossed wood-fired pizzas, fresh pastas, outstanding California wines, specialty cocktails, biscotti and cannoli. www.facebook.com/thatlittleitalianplace.
- Bill McAnally, stock car racing legend, will soon open a new full service auto repair location at 900 Riverside Ave. (formerly Lumberjack and, more recently, vacated Roseville Cycle). Bill McAnally Racing (BMR) is the home of BMR NAPA Auto Care Center where customers get top-notch car care by NASCAR championship winning mechanics. Customers who take their cars in for service will also be able to get a glimpse of technicians working on any one of the racing team's 36 stock cars. BMR plans on hiring up to 30 employees with the opening of this new location.

Business Shorts

- Bella Denti Laboratory will be locating at 1895 E. Roseville Parkway, S-140. The business provides a variety of state-of-the art appurtenances to the dental industry.
- Westfield Galleria at Roseville re-openings and new stores in include: Laline, Beauty by Thread, No Fear, Fab Bravo, Buckhorn Grill, Deep Sea Cosmetics, Temptation, AT&T Parrot Cellular, Reflection, Bohemian Chic, Samuels Jewlers, Ghost Armor, The Art of Shaving, and the Disney Store.
- Huntington Learning Center will be locating in Park Plaza (The Nugget Shopping Center) at 731 Pleasant Grove Blvd., S-150
- Liberty Tax Service will be occupying S-C of Harding Village at 1120 Douglas Blvd.
- The Dungeon Smoke Shop is preparing to open for business in West Roseville Place Shopping center located at 935 Roseville Parkway.
- Catalyst Nail Salon is processing tenant plans for 2310 Professional Drive, S-100.

New Office Tenants:

 AsureaSM Insurance Services Inc., will be occupying 17,000 square feet of leased office space at 3010 Lava Ridge Ct. Asurea is a leading independent marketing organization (IMO). The company provides a broad range of Insurance consultation and insurance administration services to independent agents, agencies, and other independent insurance marketing organizations nationwide.















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

Roseville Business Activity

November 1, 2011

New Office Tenants Cont'd:

- ADKO Engineering located at 2267 Lava Ridge Ct., Suite #100, is a California corporation specializing in providing professional engineering and construction services for local, state and federally-funded bridges, hydraulic structures, retaining structures, foundation structures, water and other public works infrastructure facilities. ADKO employs a diverse group of structural, transportation and construction management engineers, which provides a seamless and cost-effective design for bridge replacement/rehabilitation, retaining structures, bridges and grade separations, bicycle/pedestrian facilities, canals, flume structures, outfall structures, box culvert structures, outfall structures, cut and cover tunnels, foundation structures
- Katz & Associates, Inc. will be locating at 2998 Douglas Blvd. within 5100 square feet of leased office space. Katz & Associates is a full-service communication firm specializing in public outreach for public works, environmental and consumer awareness programs. Katz & Associates offers a diverse team of communication professionals with expertise in community relations, consensus building, media relations, public participation, public awareness and crisis and issues communication.

New Industrial Tenants:

- Peninsula Components, Inc.. is located at 9071 Foothills Blvd. Suite #5. Pencom's "Manufactured globally, supplied locally" philosophy provides customers with low cost global manufacturing, while still offering localized inventory and technical support. Full-service capabilities in design, engineering and manufacturing, with an innovative ability to supply low-tech components with a high-tech inventory system, sets Pencom apart from its competition. The company offers precision machining, turning, milling, screw machining and stamping for prototypes and high volume production. These processes are used to manufacture captive screws, inserts, latches, spacers, self-clinching nuts and other mechanical hardware, including ejectors and handles. It also produces electromechanical components, such as switches and connectors, and thermal management components, such as custom heat sinks, heat pipes and ducting.
- Knee Deep Brewing will be locating a storage facility at 7311 Galilee Rd. Knee Deep Brewery reported an increase in craft beer popularity and sought out additional cold storage in Roseville to house their inventory.















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

Roseville Business Activity

November 1, 2011

New Single Family Home Development:

- Black Pine Communities out of Woodland will be building new homes in the Diamond Creek planned development (DC31). The subdivision consists of 84 single family home lots. The homes range in size from 1300 –2200 square feet. The smallest floor plan has components intended to tie in with the neighboring Eskaton independent living community. The builder has submitted master plans and is currently working on finalizing the subdivision map and master plan. The subdivision consists of 84 single family home lots.
- Premier United Communities recently secured building permits for several single family homes in West Colonial Estates, near S. Cirby and Old Auburn Rd. Premier United also noted they will be picking up several lots in the West Roseville Plan Area. Premier Homes (more than 20 years in the Sacto region) and United Communities have come together to form a partnership now known as Premier United Communities, harnessing the trusted building expertise, business integrity, and quality of both companies. Their longevity in the industry combined with an expertise on a subcontractor and trade basis, allows their team to approach every project with a well-rounded, collaborative and informed strategy.

Redevelopment Projects:

• The Town Square project is moving forward with a request for qualifications (RFQ) for design-assist construction contracting services. The project will occupy the property directly adjacent to the Roseville Civic Center on the 300 block of Vernon Street. The square will be bordered by Oak, Grant, and Vernon Streets. The purpose of the Downtown Town Square project is to construct a town square that will bring a new resource and destination to the area. The project proposes to create a visually attractive, pedestrian friendly, ADA compliant area. The \$2.4M project is funded by Redevelopment Agency Funds – Tax Increment Bond Funds. Bill Aiken is the City Redevelopment contact.



