Roseville Business Activity

February 6, 2012

New Retail and Service Businesses:

- Fulcrum Property will be leasing approximately 21,000 square feet of retail space at Rocky Ridge Town Center located at 2030 Douglas Blvd. to The Fresh Market, according to Fulcrum's website. The space is the vacated Borders Books. A Design Review permit and tenant improvements have been submitted for suite #9 and separation of a remainder 4500 square foot tenant space.—future suite #7. The basic "shell" renovations are valued at $450,000.00, with tenant-specific improvements to follow.

  In 1982, Ray Berry and his wife, Beverly, opened a small store dedicated to providing quality foods in a friendly atmosphere. Over the past 25+ years, The Fresh Market has grown because of dedication to customers who enjoy the high quality and amiable service . With a growing national market, they continue to focus on stellar customer service and strive to keep the specialty neighborhood grocer feeling customers have grown to love.

Business Ticker:

- Tadpoles is a children's boutique consignment store located at 901 Sunrise Ave., S-B6. Like them on Facebook and received a $5 coupon!

- TGI Fridays will be reincarnated at its original Roseville site at 1168 Galleria Blvd., Creekside Center. New sign permits were just issued to reinvigorate the exterior.

- Orange Coast Title will be occupying 4,400 square feet at 1430 Blue Oaks Blvd., S-150.

- Bright Now Dental will be opening a 2,899 square foot office at 721 Pleasant Grove Blvd. in the Nugget Market Plaza.

- Smile White Dental will be relocating to 730 Sunrise Ave. S-140 in a 3,100 square foot leased space.

- The Art of Shaving has become the best-selling men's brand at high-end department stores, and now can be found in 39 locations across the country including S-158 at the Westfield Galleria at Roseville!

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

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

Roseville Business Activity

February 6, 2012

New Industrial Tenants:

- Placer SPCA will be locating facilities to 99 Yosemite Street, formerly occupied by Roseville Telephone in years past. The building is receiving roofing repairs in preparation for the tenant.

Planning Applications

- The Planning Department has received a new design review application for construction of a 7,226 square foot medical office building at 1535 Eureka Rd. The developer is Dr. Scott B. Hearth, MD. of the Cosmetic Dermatology Center. his site was the former Cena Di Mare restaurant location in front of California Backyard. The partially constructed restaurant building was eventually demolished after the former developer was not able to complete the project.
- The annexation of the Sierra Vista Specific Plan area into the city of Roseville went into effect January 12, 2012. The 2,064 acre area will a mix of land uses within the plan area, including 6,650 single-family and multi-family residential units; approximately 216 acres of commercial, commercial mixed use, and business professional uses; approximately 91 acres of parks; approximately 267 acres of open space, and approximately 61 acres set aside for schools and other public/quasi-public uses.

On the Horizon

- Adventist Health is exploring construction of an additional building next to their existing location at 2100 Douglas Blvd. The applicant is assembling their team to prepare a design package to submit to the Planning Department this year.
- Oakmont Senior Living is researching locating an assisted living facility in east Roseville. Representatives requested preliminary fee information for a 4 acre site in the Stoneridge Specific Plan. The fees reflect an 80 bed, 74,000 square foot facility. Oakmont Senior Living, a company founded by William P. Gallaher in 1997, is a recognized leader in the retirement industry, having planned and developed more than 30 retirement communities in the western United States.

Upcoming Events

South Placer Franchise Conference will be held Friday, March 2, 2012 • 7:30 am – 12:00 noon at The Thunder Valley Casino Resort • Lincoln. This year's conference features a half day forum with a variety of educational sessions to keep attendees in the know with the most up to date information on franchising. Attendees will discover the latest available business opportunities and how investing in a franchise can offer alternatives to supplement and create income. Visit **http://www.icsc.org/2012SIG1** for more information and to register for the conference.

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

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.