





New Store Openings »

New Store Locations for 2011





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Roseville Business Activity

January 24, 2011

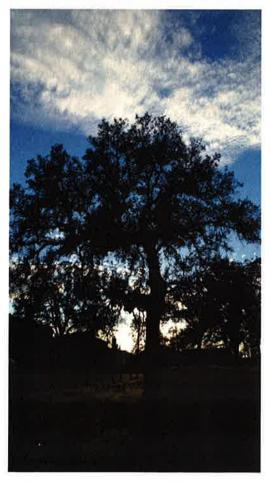
Retail and Service Tenant Improvements

- Any Mountain will be locating a new store in Roseville Square at the site of the vacated Wishing Well at 392 Roseville Square. This bay area outdoor retailer will be well positioned between Trader Joe's and the upcoming Sunflower Farmers Market (former Ross location). The foundation of Any Mountain is the quality gear, apparel, and service that customers have come to expect. With an unmatched selection of outdoor, skiing, and snowboarding equipment—from bombproof tents and sturdy packs, to performance snow sports boots and boards—Any Mountain's specialty retail focus has made them a leader in preparing Bay Area (and now Roseville!) outdoor enthusiasts for every imaginable adventure.
- Smashburger will soon be locating at 1210 Roseville Parkway Suite 100, next door to B.J.'s. An outdoor patio dining area will be added for al fresco dining. Smashburger is perfect for eating in or having a better burger to go, a quick workday lunch, the weekend burger and beer, date night, a family dinner, or with the team after the game. Their greattasting burgers and smashfries smashchicken sandwiches and signature salads, veggie frites and haystack onions, Häagen-Dazs shakes and bottled beer and wine help make Smashburger a favorite place for burgers.
- Performance Bicycle will be opening a new 6,681 square foot store at 1901 Douglas Blvd. in late Spring 2011. Guaranteed to be a shopping experience like no other, the new Roseville location will feature new, cutting-edge store design. Performance Bicycle provides a multi-channel cycling retail experience that spans catalogs, a website at www.performancebike.com and more than 90 stores nationwide that cater to both the avid biking enthusiast and the recreational rider.
- Fleet Feet at 1850 Douglas Blvd. will be expanding their leased space another 1,347 square feet. Fleet Feet is a specialty running, walking and triathlon store serving the Sacramento area as well as the surrounding foothill communities. They provide excellent customer service to all levels of runners, triathletes, walkers and fitness enthusiasts.
- Heritage Inn and Best Western Roseville Inn, located at 204 and 220 Harding Blvd., are upgrading facilities to provide continental breakfast service at both locations.









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Office Tenant Improvements

- National University will soon be located in the Galleria Mall!
 Leasing approximately 1200 SF of prime retail storefront, the
 Online Information Center provides students with the opportunity to experience online courses through an interactive
 self-guided tour or by viewing an actual online class. Advisors
 are on-site to discuss educational goals, financial aid options
 and get students started on the right online degree or certificate program.
- Sibling Systems will be expanding and relocating to a new 2604 square foot office at 584 N. Sunrise Ave. Services include web design and development, email marketing, iPhone app design and programming, graphic design, illustration, 3D modeling, and more. Sibling Systems' primary goal is creating highly effective, results-driven solutions, that are also beautiful and compelling. Since 1998, Sibling Systems has been delivering graphic design, web design, and web development services in Roseville, CA and the Sacramento area. Clients range from large corporations to smaller area businesses.

New Development Activities:

- The Creekview Specific Plan is tentatively scheduled for City Council in April, of 2011. Granite Bay Development LLC, funded by home builder United Communities of Calgary, is seeking approval of a new annexation to Roseville which is proposing approximately 2000 new residential units along with commercial, business professional, parks and open space uses on a little over 500 acres. The applicant is expected to fund approximately 5 million dollars into the approval process. If approved according to schedule, the first homes would be constructed in 2014.
- Amaruso Ranch (Brookfield Development) has applied to the City with funding to begin Traffic Studies preceding any formal application for annexation or generation of specific plan and environmental documents. Amaruso Ranch is generally north of the Creekview Specific Plan, and northwest of the current Roseville city boundaries.





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Roseville Business Activity

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Downtown/Redevelopment area

Tower Theater Update:

The City of Roseville recently learned that after a long and successful run of operating the Tower Theater, Civic Theater West is closing its operation and will no longer be operating from the theater. The City has a strong interest in securing a new theater/ arts lessee for the theater since the theater plays such an important role in the revitalization and long-term health of the Downtown and surround areas.

The following items have been identified as qualities of programming the City wants to see at the theater.

- A diverse mix of theater, music, movie/video, and other art programming.
- Theater and/or other types of educational programming.
- Schedule of events throughout the year and throughout the week.
- Bring in theater groups from throughout the region (Placer, Yolo, Sacramento, El Dorado)
- Participate with programming or events throughout the Downtown and at the regional park.
- Participate in activities such as holiday parade, tree lighting ceremony, Downtown Tuesday Nights, etc.
- Collaborate with other art groups to develop new opportunities/events in the Downtown.

The City is accepting proposals for the operation of the theater until Monday, January 31st at 4PM. A committee will review the proposals and interview the selected groups. Once the interviews are completed the committee's recommendation will be taken to the City Council for discussion and approval.

