









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

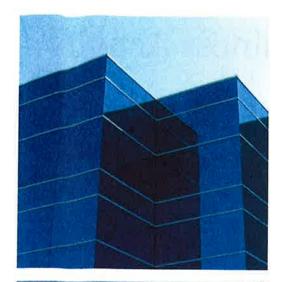
Roseville Business Activity

December 8, 2010

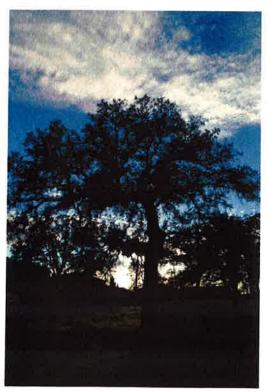
Retail and Service Tenant Improvements

- Yard House is currently processing building permits to occupy the vacated Smith and Hawken site in Fountains at Roseville. The restaurant will be 13,466 square feet in size. According to their website "The Yard House is a premium casual eatery known for its extensive menu, classic rock music, and world's largest selection of draft beer!" Anticipated opening is summer 2011.
- Fiat Dealership: Chrysler has announced that AutoNation Inc. in Roseville and a dealership in North Sacramento are among 17 California dealers and 130 nationwide that will usher Fiat back into the US market and sell the 2012 Fiat 500. The Roseville Fiat Dealership will be located in the Roseville Automall with plans to have the store up and running in the first quarter of 2011.
- US Cryotherapy Treatment, an innovative "cold therapy" business will be located in the Douglas Ridge Shopping Center at 8200 Sierra College Blvd. According to the November 26th issue of the Sacramento Business Journal, it is a family-owned business that will be the first cold therapy clinic in the nation designed to enhance sports performance, fast recovery and overall health."
- Wayside Noodles, a Vietnamese restaurant, will be opening at 1060 Pleasant Grove Blvd., in the Roseville Crossings center at the corner of Pleasant Grove Blvd. and Roseville Parkway. A great place to get your "noodle" on!
- Swagat Indian Bistro will be opening at 9213 Sierra College Blvd.
 in the Granite Bay Pavilions at the corner of Sierra College Blvd.
 and Eureka Rd.
- Roseville Automaxx will be located at the former Lincoln/Mercury dealership site at 1710 Douglas Blvd. Roseville Automaxx specializes in hard-to-find used trucks, sport-utility vehicles and fourwheel-drive autos and offers vehicle service and repair.
- Milos Restaurant 1485 Eureka Rd in the Stone Point Retail Center. This is the owner's third location in the area! User reviews are all positive for this unique Greek cheesesteak & gyro eatery.
- Cinemark USA is planning a 52,000 square foot movie theater and 770,000 square foot entertainment center including motel, restaurants, general retail, and offices on 59 acres at 9000 Washington Blvd. On November 2, 2010, the applicant submitted a Major Project application to the Planning Department. Cinemark has over 428 theaters and 4,938 screens in the US and Latin America.





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Office Tenant Improvements

- PROLIN, an innovator in SaaS-based IT Service Management (ITSM), announced the opening of a new Research and Development facility in Roseville at 1380 Lead Hill Blvd . PROLIN's Roseville R&D facility is now ramping up to build a team of up to 20 experienced engineers, with plans to grow the team over time.
- Kronick Moskovitz Tiedemann & Girard, a full service law corporation, will be opening an office at 2390 Professional Drive. KMTG has offices in Sacramento (headquarters), Walnut Creek, San Luis Obispo, Bakersfield with attorneys that practice in the law areas of estate planning, natural resources, business, construction, education, employment and labor, energy, environmental, insurance coverage, litigation, municipal and public agency, climate change, non-profit organization, public finance, real estate and land use and redevelopment and housing.
- Hansen & Kohls is relocating to 1520 Eureka Rd. from their previous site on Lava Ridge Dr. with over 10,000 square feet of new office space. The law office conducts a practice emphasizing business and insurance litigation, professional liability, legal ethics counseling and appellate advocacy. The firm has a 28-year tradition of excellence in the service of its clients, the legal profession, and the community at large.

Downtown/Redevelopment area

• Community Development Corporation Event. November 30th marked the kick off for the Roseville Community Development Corporation at the Roseville Civic Center. Over 100 developers, bankers, brokers and other business community leaders from around the region attended to learn about the Roseville CDC and plans for a new era in the downtown. This event was paid for through the generous donations of the business community and the Roseville Chamber of Commerce. The CDC is a nonprofit, community-based organization that secures private and public capital for the development of both residential and commercial property.

A website for the Roseville CDC including a video about Downtown Roseville, what's been done to date and why a CDC is the next logical step for investing in our downtown. The website also includes a video of the panel discussion that took place at the kick-off event further discussing the Roseville CDC, its structure and the types of projects it will undertake. www.roseville.ca.us/rcdc.





DOWNTOWN ROSEVILLE The Heart of Roseville Magic



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 On October 3rd the City Council awarded funding in the amount of \$4 million dollars in housing bond funds and an additional \$1.96 million in housing trust funds for two mixed use projects in the Downtown and Historic Old Town areas. Through a competitive process, two applications submitted by USA Properties and Mercy Housing were selected to receive a share of the funding.

USA Properties is proposing a 72 unit mixed use development located at the corner of Main Street and Washington Boulevard in Historic Old Town. Mercy Housing is proposing a 45 unit mixed project located at the corner of Vernon Street and Bulen Street. The Revitalization Committee noted that both projects were extremely well designed and would bring value to the Downtown.

When completed, these projects will add approximately 130,000 square feet of new development to the Downtown. These projects implement two key objectives of the Downtown Specific Plan; 1) residential housing that brings people back to the Downtown, and 2) a mixed use environment where housing is being developed in concert with commercial uses.

- Rustic Grains, a full service bakery, is now open at 406 Vernon Street, former site of Dainty Pastry. Rustic Grains has done a major remodel expanding the customer area and adding seating.
- Shady Coffee & Tea at 325 Douglas Blvd. is now serving tasty soups, sandwiches and salads! Expanding on their recent remodel, Shady Coffee and Tea offers a hip coffee house atmosphere with indoor and outdoor seating.

Closings

- Piatti Restaurant closed last month at the corner of Douglas Blvd. and East Roseville Parkway.
- Ruby Tuesday at 1475 Eureka Rd. near Rocky Ridge Dr. closed last month.
- Naturwood Furniture at 360 N Sunrise in the Centerpointe shopping center closed in October. The building is listed for sale by MacLaughlin & Company.

