

Rocklin Business & Development News

June/July 2013



Rocklin Golf Club, Down the Fairway on Hole 1

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Find out what's happening in Rocklin. This monthly publication will keep you up to date on economic activity in Rocklin, including new and expanding businesses, development projects as well as programs and services for businesses. If you're already part of the Rocklin business community, we're happy to have you here. If you're considering Rocklin, we invite you to learn more about why Rocklin is a great place for business.

Retail & Restaurant Projects



Sunset Whitney Becomes Rocklin Golf Club. A new name and logo are just part of the changes that owner Charlie Gibson has been making at the golf course that first opened as a private course in 1964. Gibson has owned the golf course, now a fully public course, for two years and wants to make it an integral part of the community. Gibson has been reinvesting in the property and offering competitive pricing and specials to make the course affordable and a great value to area golfers. Rocklin resident discounts will soon be available and through July, the course is running \$2 specials on hot dogs, beer, sodas, water and more. Rocklin Golf Club also has a beautiful pool area where families can now purchase summer memberships for unlimited visits. Upgrades have also extended to the meeting facilities and food service. Stop by to check it out or visit their website at www.rocklingolfclub.com



Bark Avenue Pet Supplies Comes to Granite Dr. [Bark Avenue](#), a pet supply and grooming store, will soon be opening on Granite Drive in the old Blockbuster Video store. The site is located in the Rocklin Square shopping center, in front of CVS. This will be the second location for Bark Avenue, with the first store in El Dorado Hills.

Office & Industrial Projects



Bamboo Creative and Snippet Move to Rocklin. [Bamboo Creative](#), a firm offering creative strategy, brand identity, graphic design, web design, app development and social media for business is moving into office space at 6020 West Oaks Blvd. Bamboo Creative's product, [Snippet](#), was selected as 1 of 10 of the most promising tech companies in Northern California by Velocity Ventures, a technology focused venture capital company. The Snippet app provides a new format for content creators. Snippet combines media such a photo, video and audio and social tools to tell a richer story and connect with readers in a new way. Welcome [Bamboo Creative](#) and [Snippet!](#)



Placer County Offices in Rocklin Expand Again. Placer County is expanding staffing and services at 1000 Sunset Blvd. The County has been leasing space in the building for some of the Health and Human Services programs and staff. The County is now expanding by 27,618 square feet to house additional programs and staffing to serve growing South Placer County. The County also recently purchased a 22,000 square foot office building around the corner on Menlo Drive.

Residential Projects



Granite Terrace. An application has been submitted to the City to develop a small-lot, single-family project. The project will be located between Granite Drive near the library and Racetrack Road near Rocklin Elementary school. The project is proposed to have 38 single-family units and will be close to many amenities.



Rocklin 60 Subdivision. The ownership group of an approved subdivision project are moving forward with the resurgence in home building activity. The project was approved by the City in 2010, but did not begin construction during the economic downturn. The site was approved for development of 169 single-family lots, located near the Rocklin Crossings project currently under construction off Sierra College Blvd. and extending north towards Dias Lane. With a rebound in the housing market, the ownership group is actively marketing the property to perspective homebuilding companies.



Crowne Point Subdivision. Tim Lewis Communities will be the builder for a new 156 lot subdivision also located off Sierra College Blvd. near the Crossings shopping center. Crowne Point will have homes available beginning this Fall. This unique gated community is surrounded by open-space and a quaint water preserve. Home sites range from 1/4 acre to 1/3 acre and are appointed with Heritage Oak trees. Crowne Point will offer innovative design and architecture that complements the beauty of this unique setting rarely found in a new home community. Perspective buyers can register to be on a wait list and receive updates about the progress of Crowne Point by visiting the [Tim Lewis Communities](#) website.

Other Business News



New Permit Center Will be Built Around Customer's Needs. A new permit tracking system along with changes to the customer service area of the City's Economic & Community Development (ECD) Department will make it quicker and easier to obtain building permits, get information on zoning and permit requirements and allow applicants to monitor the progress of their permits. The Trak-It permit tracking system is expected to go live in August. Applicants will be able to log-on from any computer to check the status of their permit as well as send and receive plans and documents electronically. While renovations are taking place, planning and building staff have temporarily moved from the City's administration building across the parking lot to Old City Hall. Renovations are expected to be complete by early August. The new permit center area will include self-serve kiosks, allowing applicants to quickly complete applications for minor projects such as roofing and water heater permits.



Job Fair Set for August 23rd. The Tri-County Job Fair will take place on Friday, August 23rd from 9 a.m. to noon at the Riley Library and Roseville Sports Center at 1501 Pleasant Grove Blvd., Roseville. If you are a job seeker and would like to attend the job fair, visit [Placer County's Job Fair website](#). If your business would like to sponsor the event contact [Jessica Cone](#) at Brandman University (916) 789-6901. If you have job openings and would like a free booth at the job fair to meet with job seekers, contact [Carrie-Anne Laird](#) at Placer County.



GO-Biz Programs

State Incentive Programs to be Rolled Out in 2014. In late June, California legislators passed a bill that will phase on the Enterprise Program that benefit a limited number of geographic areas in the state. In its place, the State is offering new incentives that could benefit any qualifying business, regardless of location. One program will offer a sales tax exemption on manufacturing equipment or research and development equipment purchases by firms engaged in manufacturing or biotechnology research and development. A business will be allowed to exclude the first \$200 million equipment purchases from the state share of sales tax (4.19%) beginning in January 2014. A "California Competes" credit program will give businesses the opportunity to compete for available tax credits based on specified criteria including the number of jobs to be created or retained, a set job retention period and a minimum compensation limit. At least 25% of these credits will be designated for small businesses. Approval of any proposed incentive will be made by an impartial committee through the state's GO-Biz office. These incentives are scheduled to go into effect in 2014.