

Rocklin Business & Development News

February 2013



In This Issue

- ☐ [Retail & Restaurant Projects](#)
- ☐ [Office & Industrial Projects](#)
- ☐ [Economic Growth](#)
- ☐ [For Your Business](#)
- ☐ [Spotlight on Education](#)

Find out what's happening in Rocklin. This monthly publication will keep you up to date on economic activity in Rocklin including new businesses, development projects and 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



Rocklin Commons & Rocklin Crossings. Construction has started on the Rocklin Commons project at Sierra College Blvd. and Granite Drive and on Rocklin Crossings on the south side of I-80 on Sierra College. Target is the anchor tenant for Rocklin Commons, with over 380,000 sq. ft. of retail pad and shop space. Walmart will anchor Rocklin Crossings with 544,000 sq. ft. of retail pad and shop space. Walmart is scheduled to open in fall 2013 and Target plans to open in spring 2014. Donahue Schriber owns and operates both centers and is currently working on filling shop space with additional retailers. Look for information about additional tenants in future issues of Rocklin Business & Development News.



Walmart Neighborhood Market Moving Into Former Albertson's. Walmart has submitted plans to the City to occupy the former Albertson's grocery store at 5609 Pacific Street near Sunset Blvd. The site will be a neighborhood grocery market. Plans have been approved by the City, but no date has been set for the opening.



Famous Mo's Coffeehouse & Theater. Famous Mo's will be opening soon at 4147 Rocklin Road. Starting at 6 AM, Famous Mo's offers coffee and espresso drinks featuring coffee from Rocklin-based roaster Vanelli's Handcrafted Coffees. Breakfast items are available at the drive-through window or inside where free wi-fi is available all day. Lunch offers a selection of sandwiches, and soup between 11 AM and 3 PM.

In the evening, Famous Mo's intimate 99 seat cabaret style theater features live blues, jazz, and classic rock. Small stage productions include mystery theater, regional theater, and comedy acts. For more information visit their website at www.famousmos.net



Mongolian BBQ Now Open on Rocklin Road. A new Mongolian BBQ restaurant has opened on Rocklin Rd. The restaurant space was formerly Umisaka Shushi and a Burger King. This restaurant is open for lunch and dinner.

Hobby Town USA Relocating. HobbyTown USA is relocating from their site on Stanford Ranch Rd. and Five Star Boulevard to the Blue Oaks Town Center between Sportsman's Warehouse and Grocery Outlet.



American Health Care Expanding. American Health Care is moving their corporate headquarters from leased space on Plaza Drive, to a larger office purchased at 3850 Atherton Road. American Health Care is the leading integrator of pharmacy benefit management, clinical pharmacy management, and disease and wellness management in the nation.

Placer County Office of Education Buys Office in Rocklin. The Placer County Office of Education will be moving into a recently purchased 22,000 square foot office building at 655 Menlo Drive. PCOE is currently located in Auburn.

Economic Growth



Sales Tax On the Rise. Since hitting the bottom in early 2010, Rocklin sales tax has been slowly and steadily increasing. Although still not back to peak levels, things are looking good. The latest numbers for the third quarter of 2012 show a 14% increase as compared to the third quarter 2011! Sales tax dollars are invested back into the community and help maintain our excellent quality of life. Thanks to everyone for shopping local - it makes a difference!

For Your Business



Protect Your Company Vehicles. Catalytic converters, copper, and other metals have become a hot commodity for thieves because of their value, relative ease to steal, and lack of identifying markings. Business vehicles are especially vulnerable as they are often left parked outside overnight or over weekends and thieves know there is likely no one watching.

There were 73 reported catalytic converter thefts in Rocklin in 2012. The lack of identification on catalytic converters makes it difficult for police to locate victims and successfully apprehend and prosecute criminals. These thefts can result in thousands of dollars in repair and replacement costs.

The Rocklin Police Department is partnering with the Sierra College

Auto Club and local businesses to host a free catalytic converter etching event on Saturday, March 2, 2013, between 8 a.m. and 1 p.m. at the Sierra College campus (auto shop), located at 5000 Rocklin Road, Rocklin. At this event, the vehicle's license plate number will be etched onto the converter, the area around the etching will be painted for easy recognition, and each vehicle will receive a small window decal stating "*This Vehicle's Catalytic Converter Has Been Etched by the Rocklin PD.*" These steps can deter criminals and provide police with investigative information to identify victims and arrest and prosecute thieves.

Call the Rocklin Police Department catalytic converter hotline at (916) 625-5418 to schedule an appointment. Leave your name, telephone number, vehicle make, model, license plate number, and the most convenient time for you to attend between 8 AM and 1 PM. Your call will be returned and all attempts will be made to accommodate your requested time. The event is free and available to anyone in the Placer and Sacramento region. Visit www.rocklin.ca.us for more information.

Spotlight On Education



Congratulations to Rocklin Unified School District! The district's Academic Performance Index (API) was recently ranked number one for all Unified School Districts in Placer County and the greater Sacramento Area. The District grew eight points for an overall API of 891 in the 2011/2012 school year. Rocklin High School ranked number one (API of 888) and Whitney High School tied for number three (API of 868) compared to other Placer County High schools. Rocklin High is ranked number three and Whitney High is ranked number eight for the greater Sacramento Area. Both Middle Schools and two Elementary Schools (non-charters) ranked in the top five county wide for API.

Sierra College is ranked first in Northern California for transfers to four-year universities.

William Jessup's enrollment is up 12 percent from last fall to just over 1,000 students. This year, there were 270 new students attending the Greater Sacramento region's only private four-year, residential university. In addition, this is the largest incoming first-time freshmen class to date.



Share Your Business News. Opening a new business? Expanding? Planning new construction or have other business news you'd would like to share with the Rocklin business community? Please email information to Karen Garner, Economic Growth Manager at karen.garner@rocklin.ca.us or call (916) 625-5595.

City of Rocklin
3970 Rocklin Road
Rocklin, CA 95677
T. (916) 625-5595