

Rocklin Business & Development News

March 2013



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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 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 and Restaurant Projects



Subway to Move Into Former Deli. Subway Sandwiches has submitted tenant improvement plans to occupy space in the center at the corner of Pacific Street and Sunset Blvd. The previous tenant was Blue Moose Deli & Coffee House. Rocklin Florist will remain in the other half of the building.



7-Eleven Coming to Sunset & Pacific. Across the street from the proposed Subway, a 7-Eleven convenience store is planned in the Sunset Plaza center. Two tenants currently located in the corner building will be relocated to other spaces in the center.



Trixie Boutique. This consignment boutique will soon be opening in the Blue Oaks Marketplace shopping center. The store is located by All Star Alterations and across from Icing on the Cupcake.

Office & Industrial Projects



SMA America, LLC Relocation and Expansion. SMA Solar Technology AG is a global leader in the development, production and sales of photo voltaic inverters. SMA's American headquarters, located here in Rocklin, is moving a portion of their facilities, currently housed in the Del Mar Business Park, to a facility on Atherton Road. This new location is closer to their main building on West Oaks Blvd., and provides room for expansion.



Purple Communications. Rocklin's Purple Communications, the leading provider of innovative communications for people who are deaf or hard of hearing and Tely Labs, maker of the award-winning telyHDT video calling appliance, recently announced a partnership that provides new communication innovations to deaf and hard-of-hearing individuals.

Co-developed with Tely Labs and based on its telyHD platform, Purple has created a customized videophone with features and benefits that will change the way deaf and hard-of-hearing people make and receive calls.

The company also recently partnered with actress Katie Leclerc to debut an American Sign Language (ASL) only commercial during the first ASL episode of the popular TV show, *Switched at Birth*. Click [here](#) for more information about Purple Communications.

Residential Projects



New D.R. Horton Subdivision. With a tight supply of resale homes and demand for the Rocklin lifestyle, new home building activity is increasing. Plans are underway to begin construction of a 61-lot subdivision on Blue Oaks Blvd., just north of the Rocklin Ranch apartment community. This single-family subdivision was approved in 2007, but with the economic downturn, construction was put on hold. The builder, D. R. Horton, is in the process of submitting improvement plans to the City and expects to begin construction of improvements this summer.



Granite Lakes Estates Subdivision. Meritage Homes will soon start construction on Granite Lakes Estates, a 41-lot subdivision on Greenbrae Road, east of Interstate 80 and south of Rocklin Road. Tucked back among mature oaks and adjacent to Copps Quarry, one of Rocklin's original granite quarries, this subdivision will be the first new production home construction on the south side of Interstate 80 since the mid 2000s. Construction is expected to begin on their first model next month. For more information, visit their on-site sales office or the [Meritage Homes website](#).



Central Rocklin Facade Grant Program Update. 2012 Projects Near Completion - Funds Available Soon for 2013.

Four downtown business owners have spruced up their properties with help from the City's Central Rocklin Area Facade, Revitalization and Accessibility Grant Program. The projects included new paint, new roofs, new windows, and a new front entry.

Barber Bill's and Creekside Counseling were completed in the fall. Check them out the next time you drive along Rocklin Road!

Soon to be completed are JD's Bakery and Sandwich Shop and Sunset Whitney Veterinary Hospital, both on Pacific Street.

A second round of funding will be offered this spring for eligible downtown business and property owners to make improvements to their properties. More information, including application opening and workshop dates, will follow in coming editions of the Rocklin Business & Development News.

For more information, contact Dara Dungworth at (916) 625-5163 or dara.dungworth@rocklin.ca.us.

Spotlight On Residential



Resale Home Market is Tightening. There is a dwindling supply of homes on the resale market, even as prices increase. According to a recent report from Zillow, the Sacramento metro area saw the steepest decline in the nation (48%) for home inventories over the past year. Placer County's current resale home inventory is at its lowest level in at least a decade, according to the Placer County Association of Realtors website. For January, there were 516 total listings. One year ago, there were 1,628 total listings. In Rocklin, there were 54 total listings in January as compared to one year ago when there were 227 listings. The average single-family home price has also increased in Rocklin. In January, the average sales price for a single-family home was \$353,371. The average sales price one year ago was \$277,964.



Share Your Business News. Opening a new business? Expanding? Planning new construction or have other business news you 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.

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