

NWC BASELINE ROAD & FIDDYMENT ROAD, ROSEVILLE, CA

# BASELINE MARKETPLACE

spaces available for lease



**NOW  
OPEN!**

±744,000 SF UPCOMING REGIONAL SHOPPING CENTER



COVENANT  
REAL ESTATE GROUP



KAHL  
INVESTMENTS

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# NOW OPEN!



## ABOUT THE CENTER

Baseline Marketplace is a fully entitled, ± 77.15 acre regional shopping center opportunity that is situated at the northwest quadrant of Baseline Road and Fiddymont Road in Roseville, CA (Placer County).

As part of the Sphere of Influence of the City of Roseville's west side, the overall project is approved to accommodate a ±744,000 square foot regional shopping center that will offer prime real estate opportunities to major anchor, junior anchor, retail shops and restaurant uses seeking an ideal location in one of South Placer County's last remaining growth markets with ±22,811 new homes being built directly adjacent in the Sierra Vista and Placer Vineyards Specific Plan Area.

Baseline Marketplace is the Trade Area's most readily available commercial retail project and will be the next major retail epicenter in the Sacramento Region and in Placer County.

With less than ±100,000 total square feet of existing commercial retail and limited availability within a 2-mile radius of the project, Baseline Marketplace is poised to benefit from consumers' high demand originating from the growing and under-served residential population in areas that include West Roseville, unincorporated points of Western Placer County, Nicolaus, Rio Oso, Antelope, Elverta and Sutter Point.

SQUARE FEET  
**±744,000**

ANCHOR TENANTS  
**COSTCO**



# Location Highlights

## Sierra Vista Specific Plan Area—2,064 acres to include:

- The Specific Plan includes 8,679 single and multi-family units
- Approximately 259 acres of Commercial Use Development
- 106 acres designated for Parks
- 56 acres designated for Schools
- 40 acres of Urban Reserve
- At build-out, the Plan area is expected to accommodate approximately 20,045 residents and provide 9,000 jobs.

## Placer Vineyards Specific Plan Area—5,230 acres to include:

- The Specific Plan includes 14,132 residential units
- Approximately 274 acres of Commercial Use Development
- 919 acres designated for park and open space land
- 851 acres of quasi-public uses (i.e., public facilities/services, schools, roadways, religious facilities).
- At buildout, the Plan area is expected to accommodate 24,000 to 36,000 residents (depending upon the density of final buildout) and provide as many as residents and provide up to 10,000 jobs.

Baseline Marketplace is positioned to become the retail hub for the remaining developable land in South Placer County, the Sacramento region's strongest growth and highest income demographic market.



# Market Highlights

- The Roseville/Rocklin submarket is the Sacramento region's largest retail trade area with a total shopping center inventory of 11.6 million square feet (MSF). As of Q1 2025, the shopping center vacancy rate stood at just 5.8%, the lowest rate that this submarket has recorded since we began tracking this metric in 2006.
- The Roseville/Rocklin submarket is home to numerous retailers that are not found elsewhere in the Sacramento region, including Nordstrom (full-line department store), Tiffany, Louis Vuitton, Gucci, Kate Spade, Indochino, Michael Kors, Hugo Boss, Tory Burch, Restoration Hardware, Studio Movie Grill, Top Golf, Bass Pro Shops, Dave & Buster's, and Zara to name a few.
- South Placer County is a major employment center. With over 6,660 businesses based in Roseville, the City of Roseville has the third largest workforce in the four-county Sacramento region with more than 90,000 total jobs.
- Roseville is also home to Sacramento's most highly educated and affluent workforce. Of the city's total population of over 158,000 residents, 41% have a

bachelor's degree or higher. Over 13% of Roseville residents have earned a graduate or professional degree.

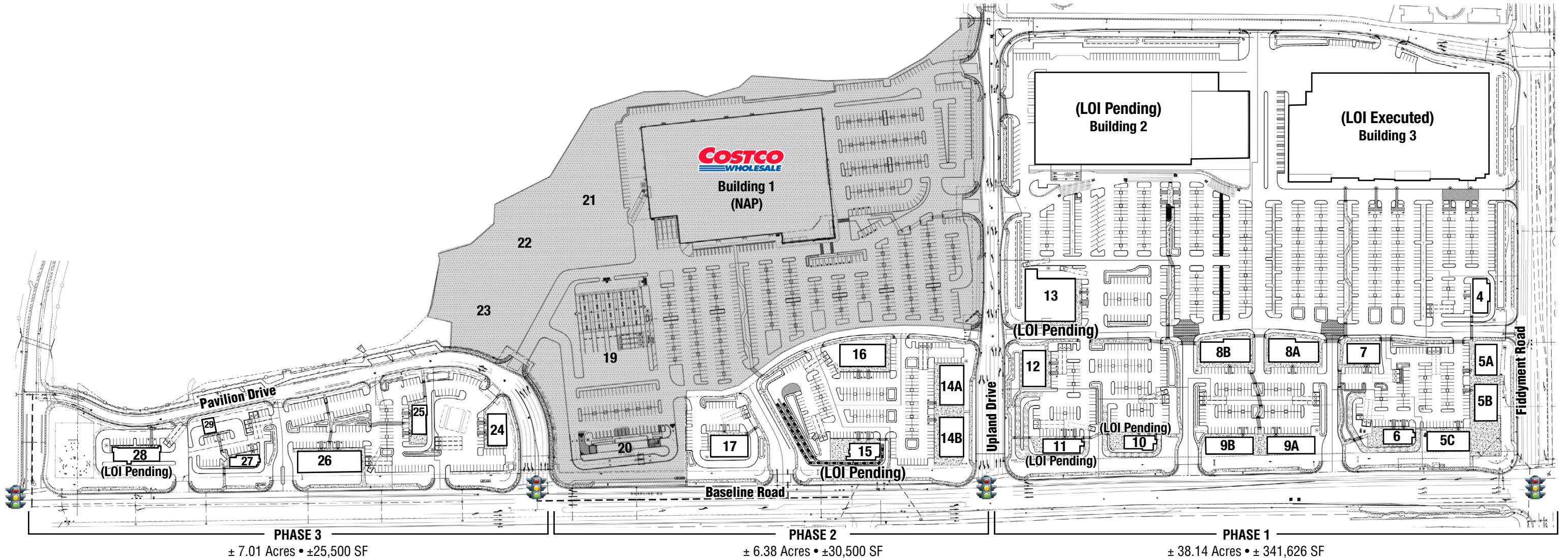
- Exceptionally high average household income of \$196,158 within a 1-mile radius, and \$156,114 within a 3-mile radius.
- The Roseville/Rocklin area is recognized for its top-quality housing, highly rated schools, and overall quality of life.



# SITE PLAN & LEASING

# BASELINE MARKETPLACE

NWC BASELINE ROAD & FIDDYMENT ROAD, ROSEVILLE, CA



| PARCEL     | TENANT                         | ACRES | SQUARE FEET |
|------------|--------------------------------|-------|-------------|
| Building 2 | (LOI Pending)                  | 10.91 | 107,546     |
| Building 3 | (LOI Executed)                 | 12.04 | 148,000     |
| 4          | QSR Drive Thru                 | 0.89  | 4,000       |
| 5          | Retail (Future Development)    | 2.53  | —           |
|            | Shops 5A (Future Development)  | —     | 5,100       |
|            | Shops 5B (Future Development)  | —     | 6,000       |
|            | Shops 5C (Future Development)  | —     | 6,000       |
| 6          | QSR Drive Thru                 | 1.15  | 3,000       |
| 7          | Available (Future Development) | 0.6   | 4,500       |
| 8a         | Available (Future Development) | 1.11  | 8,000       |
| 8b         | Available (Future Development) | 1.11  | 8,000       |
| 9a         | Available (Future Development) | 0.93  | 6,000       |

| PARCEL     | TENANT                         | ACRES | SQUARE FEET |
|------------|--------------------------------|-------|-------------|
| 9b         | Available (Future Development) | 0.93  | 6,000       |
| 10         | Drive Thru                     | 1.24  | 3,000       |
| 11         | QSR Drive Thru - (LOI Pending) | 1.41  | 4,000       |
| 12         | QSR Drive Thru - (LOI Pending) | 1.22  | 6,000       |
| 13         | Available                      | 2.07  | 16,480      |
| 14A        | Shops                          | 2.21  | 7,000       |
| 14B        | Shops                          | —     | 7,000       |
| 15         | (LOI Pending)                  | 1.9   | 3,000       |
| 16         | Available                      | 0.9   | 7,500       |
| 17         | QSR Drive Thru                 | 1.37  | 6,000       |
| Building 1 | Costco (NAP)                   | 16.78 | 165,000     |
| 19         | Costco -Gas (NAP)              | 3.17  | TBD         |

| PARCEL | TENANT                   | ACRES | SQUARE FEET |
|--------|--------------------------|-------|-------------|
| 20     | Costco Car Wash (NAP)    | 1.42  | TBD         |
| 21     | Costco Owned (NAP)       | 1.41  | —           |
| 22     | Costco Owned (NAP)       | 1.41  | —           |
| 23     | Costco Owned (NAP)       | 1.50  | —           |
| 24     | Gas Station              | 1.57  | 4,000       |
| 25     | Drive Thru               | 1.01  | 3,000       |
| 26     | Available                | 1.77  | 10,000      |
| 27     | Drive Thru               | 0.88  | 2,300       |
| 28     | Car Wash - (LOI Pending) | 1.33  | 4,900       |
| 29     | Available - Car Service  | 0.44  | 1,300       |

\*Project Site is under development and Site Plan is subject to change



Gary B. Gallelli, Broker  
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### CONTACT US

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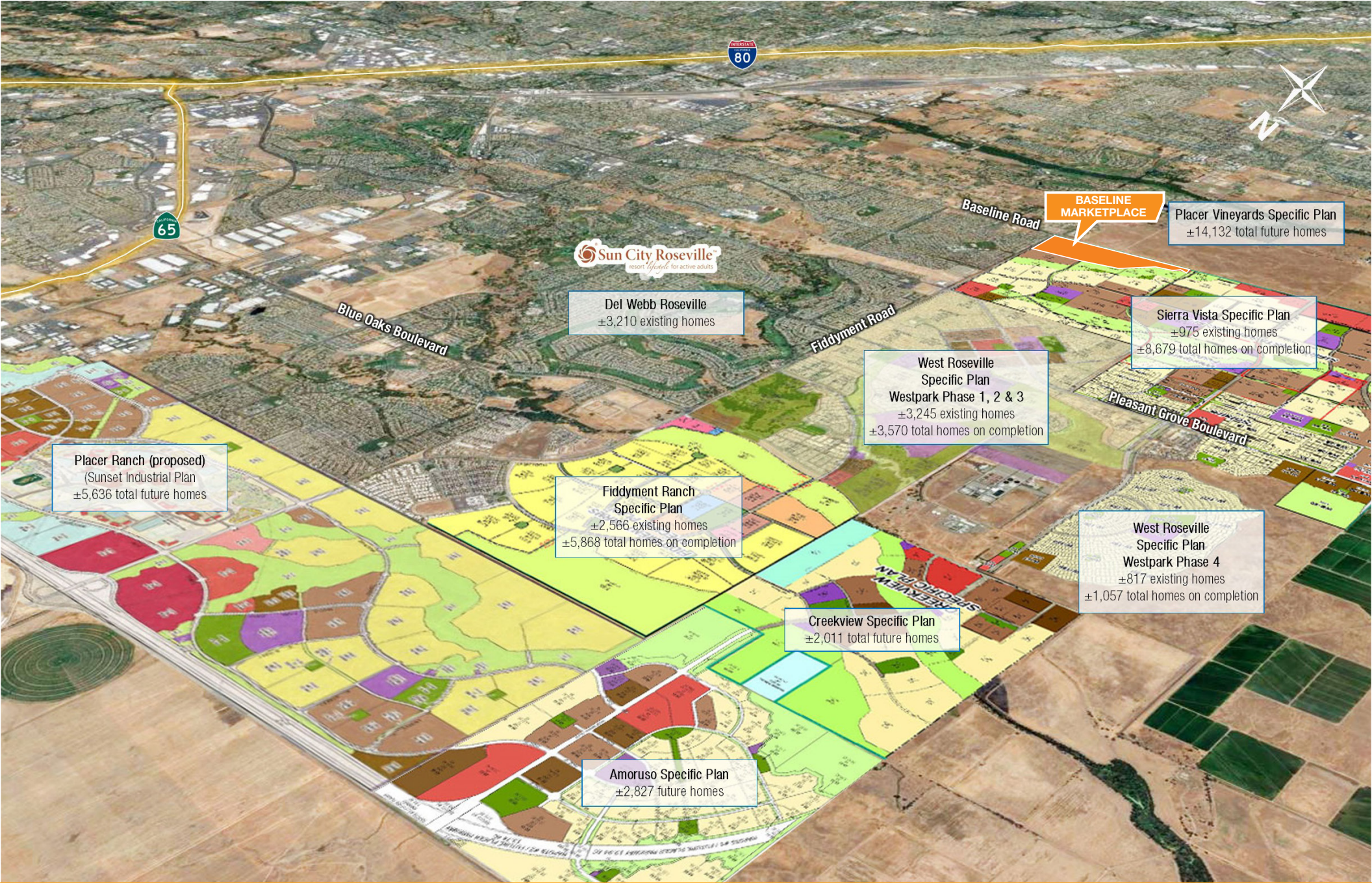
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# TRADE AREA & DEMOGRAPHICS



|   | 1-Mile                                 | 3-Mile                                 | 5-Mile                                |
|---|--|--|---------------------------------------|
|  2024 Total Population           | 8,547                                  | 97,751                                 | 248,808                               |
|  2024 Daytime Population        | 6,211                                  | 77,273                                 | 217,221                               |
|  2024 Total Employees          | 811                                    | 15,567                                 | 70,419                                |
|  2024 Total Households         | 2,869                                  | 34,420                                 | 88,079                                |
|  2024 Average Household Income | \$196,158                              | \$156,114                              | \$139,650                             |
|   | Fiddymt Road<br>(north of Baseline Rd) | Walerga Road<br>(south of Baseline Rd) | Baseline Road<br>(west of Fiddymt Rd) |
|  Traffic Counts                | ±32,824                                | ±21,199                                | ±15,394                               |

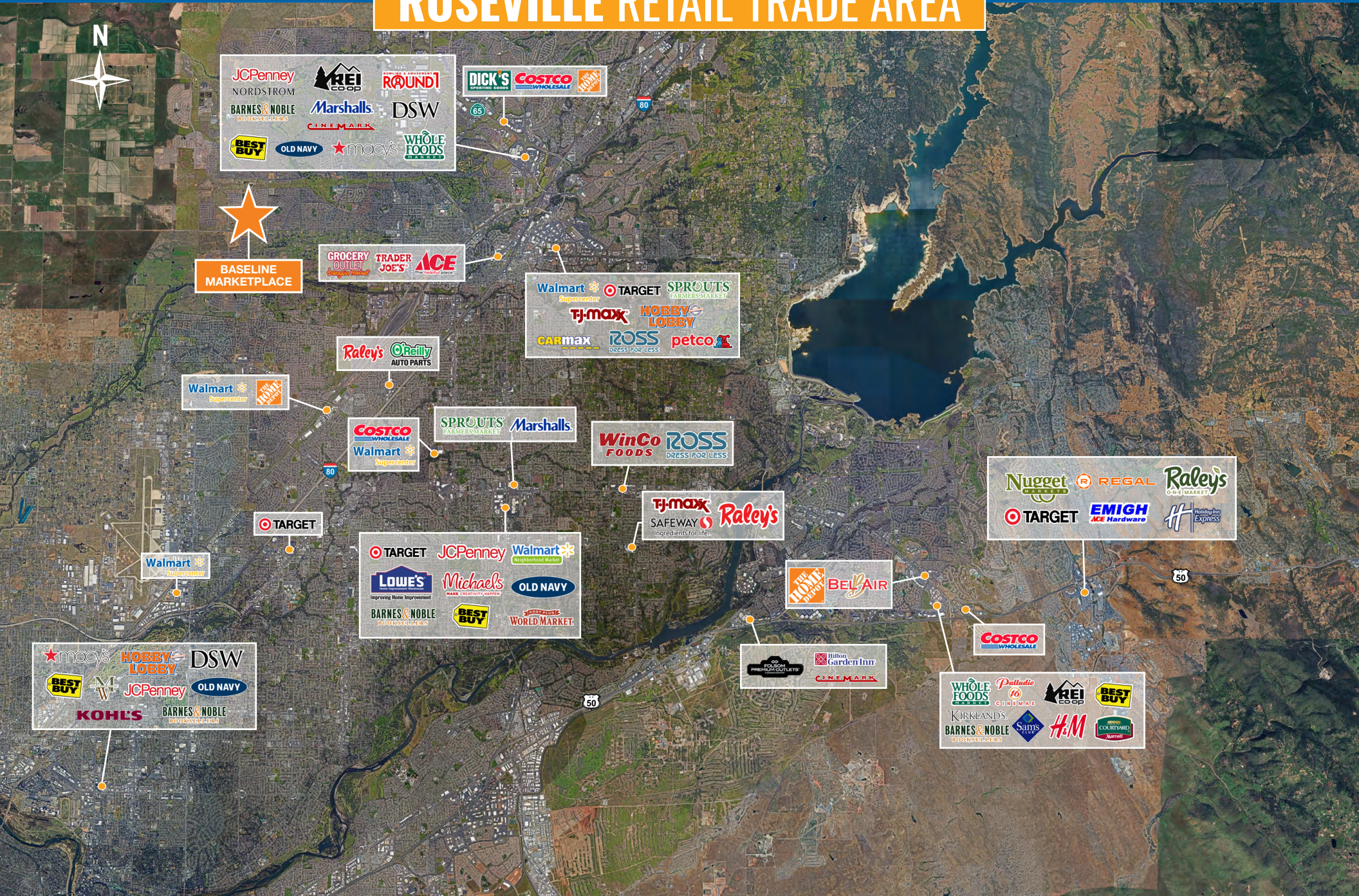


GET TO KNOW  
YOUR NEIGHBORS.

Over 54,000+ of new and soon-to-be built  
houses surround Baseline Marketplace.



# ROSEVILLE RETAIL TRADE AREA



## MEET THE GALLELLI RETAIL TEAM

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