

NWC BASELINE ROAD & FIDDYMENT ROAD, ROSEVILLE, CA

BASELINE MARKETPLACE

spaces available for lease



NOW OPEN!

±622,000 SF UPCOMING REGIONAL SHOPPING CENTER



FIDDYMENT ROAD
±32,824 ADT

BASELINE MARKETPLACE



±15,394 ADT

BASELINE ROAD



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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 ±622,000 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
±622,000

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.

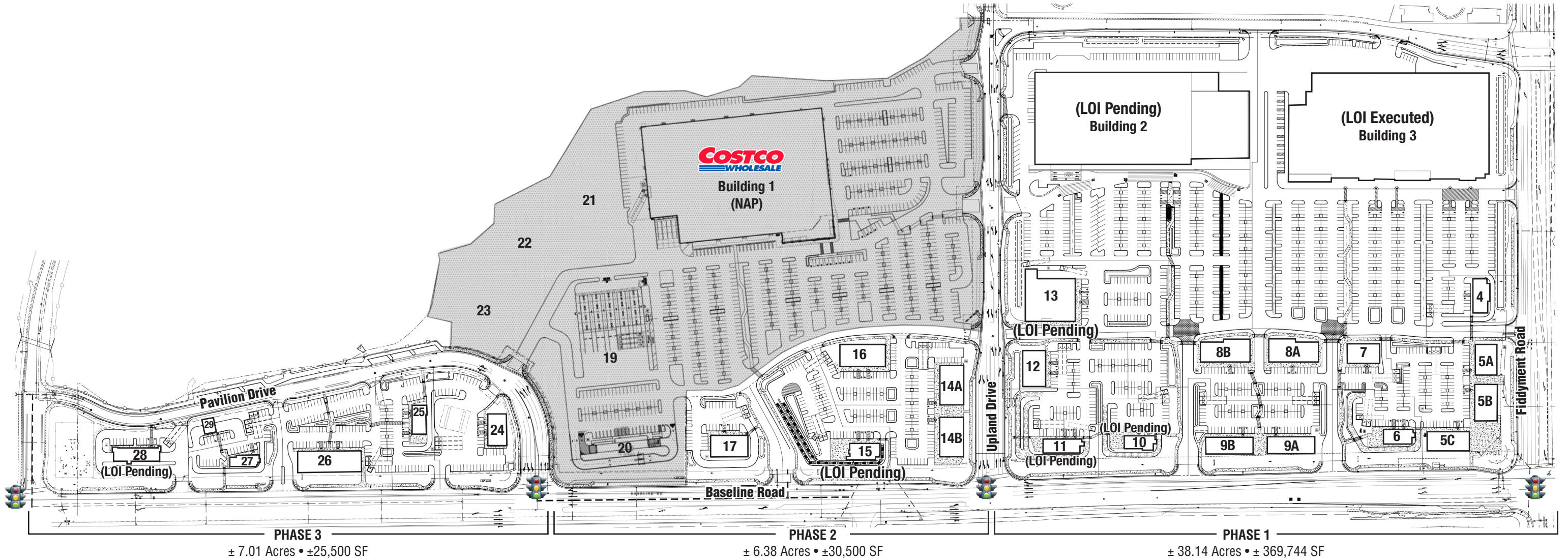
- Exceptionally high average household income of \$196,158 within a 1-mile radius, and \$156,114 within a 3-mile radius.
- The Roseville/Rocklin area is recognized for its top-quality housing, highly rated schools, and overall quality of life.



SITE PLAN & LEASING

BASELINE MARKETPLACE

NWC BASELINE ROAD & FIDDYMENT ROAD, ROSEVILLE, CA



PARCEL	TENANT	ACRES	SQUARE FEET
Building 2	(LOI Pending)	10.91	135,664
Building 3	(LOI Executed)	12.04	148,000
4	QSR Drive Thru	0.89	4,000
5	Retail (Future Development)	2.53	TBD
	Shops 5A (Future Development)	TBD	5,100
	Shops 5B (Future Development)	TBD	6,000
	Shops 5C (Future Development)	TBD	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	TBD	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	TBD
22	Costco Owned (NAP)	1.41	TBD
23	Costco Owned (NAP)	1.50	TBD
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



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CONTACT US

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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 (north of Baseline Rd)	Walerga Road (south of Baseline Rd)	Baseline Road (west of Fiddymt Rd)
 Traffic Counts	±32,824	±21,199	±15,394

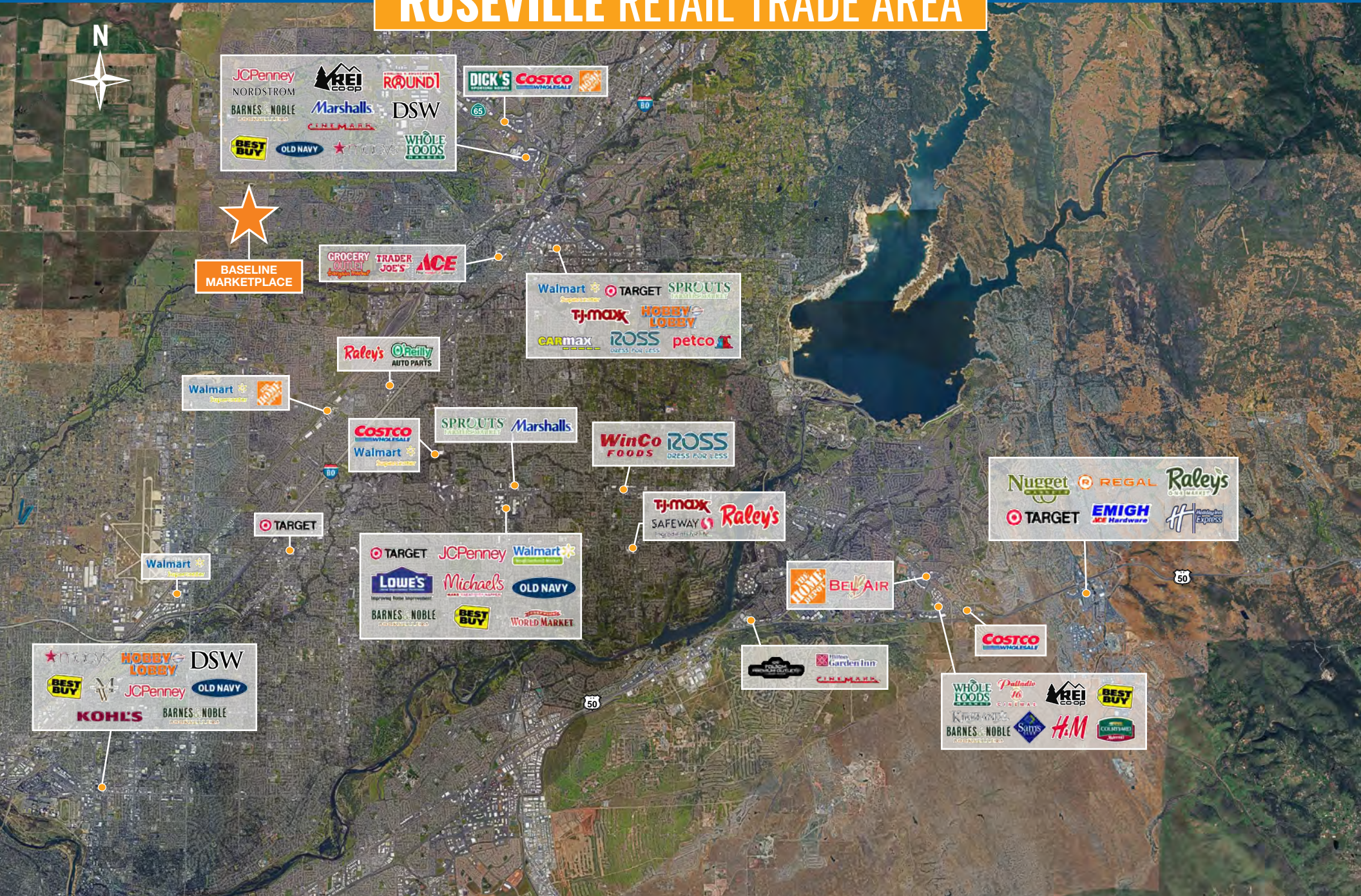


GET TO KNOW
YOUR NEIGHBORS.

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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