

NWC BASELINE ROAD & FIDDYMENT ROAD, ROSEVILLE, CA

# BASELINE MARKETPLACE

±744,000 SF UPCOMING POWER CENTER

spaces available for lease



COMING SOON!



COVENANT REAL ESTATE GROUP  KAHL INVESTMENTS 

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Costco Imagery for Demonstration Purposes

## 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 Fiddyment 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 community 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 more than ±44,811 planned homes in the trade 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 zero 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



Costco Imagery for Demonstration Purposes

# 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 of Park
- 56 acres of 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 of 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 Q2 2024, the shopping center vacancy rate stood at just 4.9%, 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 just under 155,000 residents, 96% are

high school graduates, while 47% 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 \$188,910 within a 1-mile radius, and \$140,030 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

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**PHASE 3**  
± 7.03 Acres • ± 20,080 SF

**PHASE 2**  
± 32.16 Acres • ± 195,500 SF

**PHASE 1**  
± 37.96 Acres • ± 373,212 SF

PARCEL	TENANT	ACRES	SQUARE FEET
Major 1	Available - Phase 1	11.82	148,000
Major 2	Available - Phase 1	10.91	134,417
Major 3	Available - Phase 1	2.34	23,000
4	QSR Drive Thru - Phase 1	1.20	4,000
5	Retail - Phase 1	2.04	—
	Shops 5A - Phase 1		5,040
	Shops 5B - Phase 1		6,040
	Shops 5C - Phase 1		6,000
6	QSR Drive Thru - Phase 1	1.38	4,000
7	Available - Phase 1	1.29	6,000
8	Available - Phase 1	1.19	6,000
9	Available - Phase 1	1.30	8,000

PARCEL	TENANT	ACRES	SQUARE FEET
10	Available - Phase 1	1.15	8,000
11	QSR Drive Thru - Phase 1	1.19	4,000
12	QSR Drive Thru - Phase 1	1.29	3,500
13	Available - Phase 1	1.06	6,000
14	Retail - Phase 2	2.05	—
	Shops 7A - Phase 2		7,000
	Shops 7B - Phase 2		7,000
15	QSR Drive Thru - Phase 2	2.11	3,000
16	Available - Phase 2	0.94	7,500
17	QSR Drive Thru - Phase 2	1.37	6,000
Major 18	Costco	16.78	165,000
19	Costco -Gas	3.17	TBD

PARCEL	TENANT	ACRES	SQUARE FEET
20	Car Wash - Phase 2	1.42	TBD
21	Costco Owned	1.41	—
22	Costco Owned	1.41	—
23	Costco Owned	1.50	—
24	Gas Station - Phase 3	1.60	4,000
25	Drive Thru - Phase 3	1.00	3,000
26	Available - Phase 3	1.77	10,080
27	Available - Phase 3	1.18	3,000
28	Car Wash - Phase 3	1.48	—

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



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### CONTACT US

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### GALLELLI RETAIL TEAM

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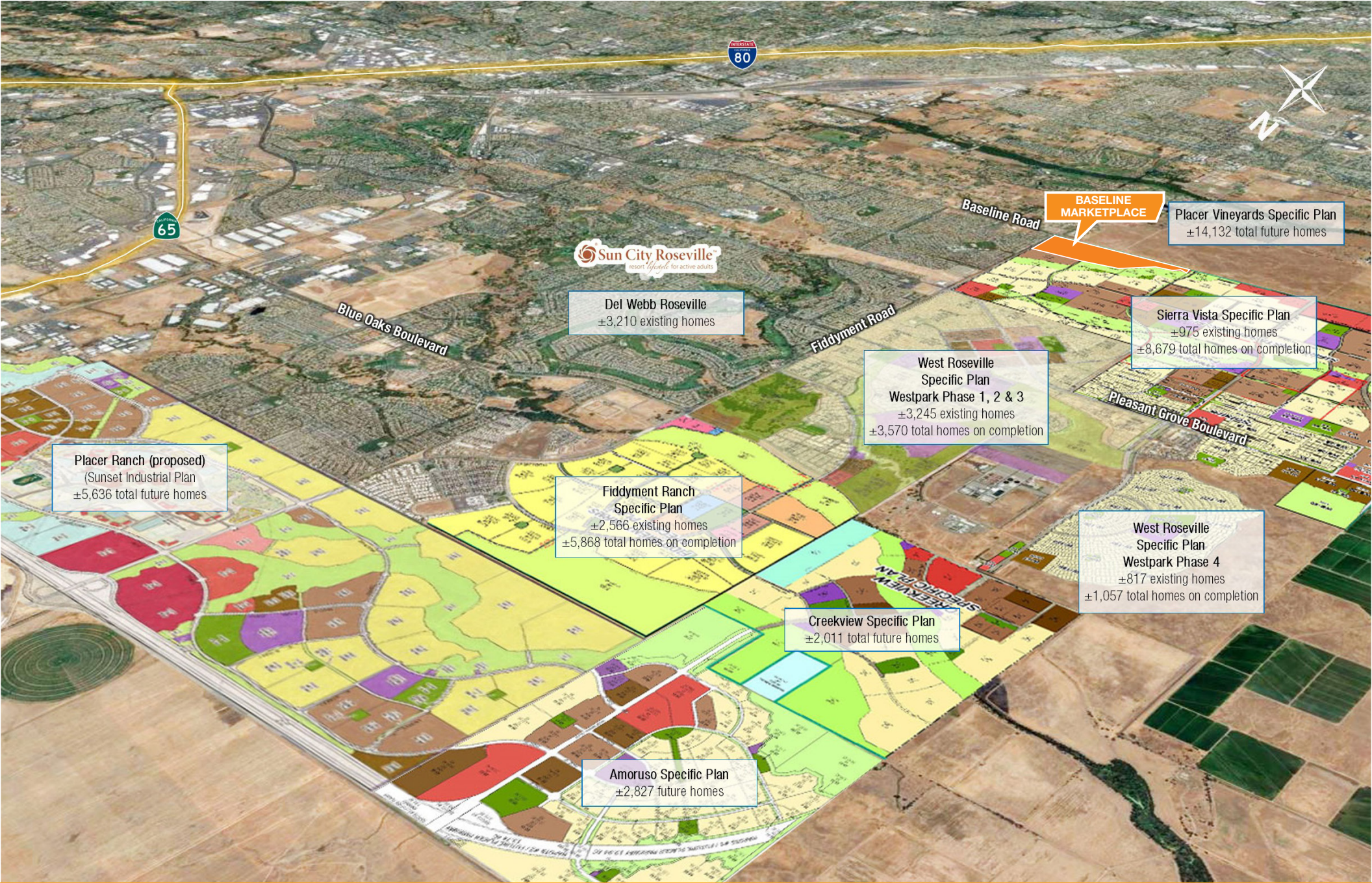
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# TRADE AREA & DEMOGRAPHICS



	1-Mile	3-Mile	5-Mile
 2023 Total Population	8,479	96,318	245,417
 2023 Daytime Population	5,873	74,265	211,580
 2023 Total Employees	773	14,647	69,167
 2023 Total Households	2,794	33,380	85,743
 2023 Average Household Income	\$188,910	\$140,030	\$124,116
	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

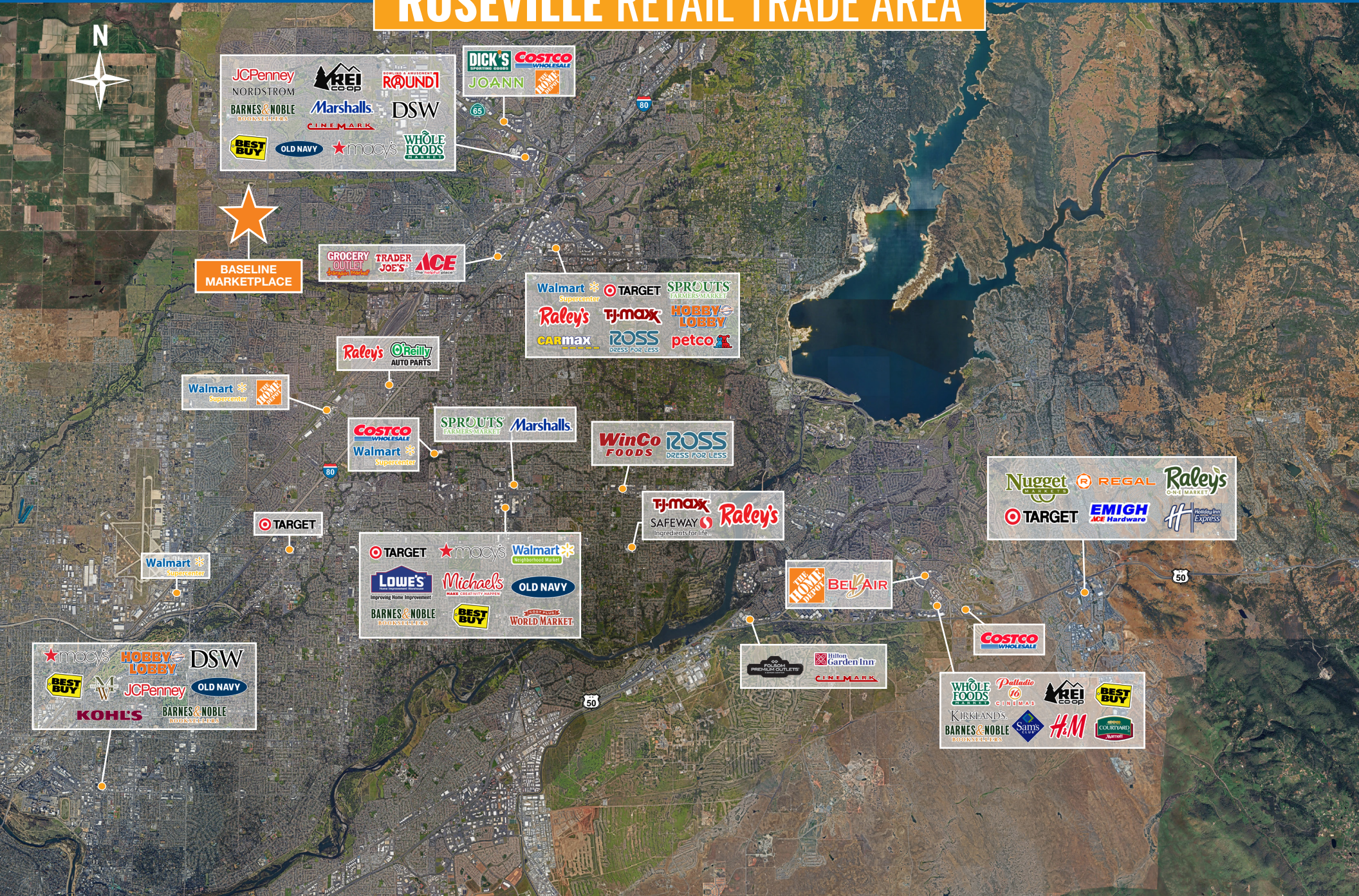


GET TO KNOW  
YOUR NEIGHBORS.

Over 54,593+ of new and soon-to-be built  
houses surround Baseline Marketplace.



# ROSEVILLE RETAIL TRADE AREA



## MEET THE GALLELLI RETAIL TEAM

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