NWC BASELINE ROAD & FIDDYMENT ROAD, ROSEVILLE, CA

BASELINE MARKETPLACE

±622,000 SF UPCOMING REGIONAL SHOPPING CENTER

spaces available for lease

COSTCO WHOLESALE NOW OPEN!

TARGET COMING SOON



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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 ±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, TARGET



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

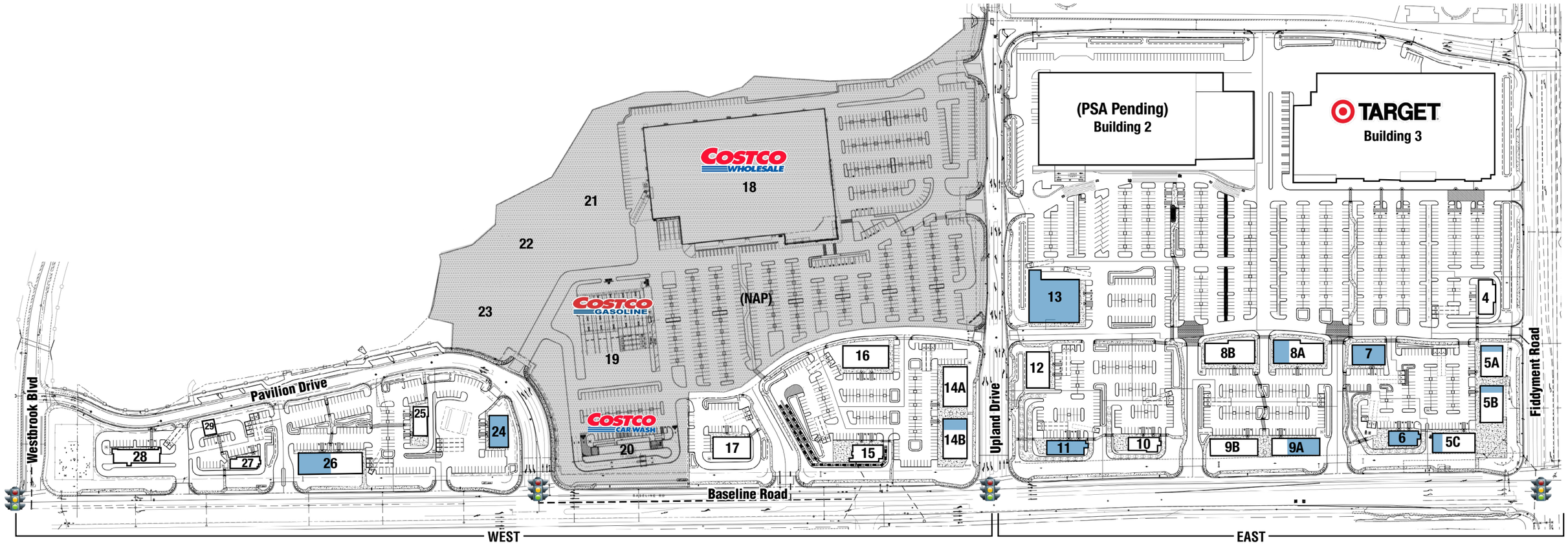
- The Roseville/Rocklin submarket is the Sacramento region's largest retail trade area with a total shopping center inventory of 11.6 million square feet (MSF). As of Q1 2025, the shopping center vacancy rate stood at just 5.8%, the lowest rate that this submarket has recorded since we began tracking 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 $193,212 within a 1-mile radius, and $138,171 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



±30.77 Acres • ±227,638 SF

±31.53 Acres • ±369,222 SF

BUILDING	TENANT	ACRES	SQUARE FEET
Building 2	(PSA Pending)	10.91	135,664
Building 3	Target	12.04	148,000
Building 4	Bank (Lease Pending)	0.89	4,000
Building 5A	Shops Multi-Tenant (Divisible)	-	5,058
Building 5B	Available Shops Multi-Tenant (Divisible)	-	5,812
Building 5C	Available Shops Multi-Tenant (Divisible)	-	5,818
Building 6	Available QSR Drive Thru	1.15	3,000
Building 7	Available Multi-Tenant (Divisible)	0.6	4,500
Building 8a	Available Multi-Tenant (Divisible)	-	8,080
Building 8b	Sit Down Restaurant (Lease Pending)	-	8,000
Building 9a	Available Multi-Tenant (Divisible)	-	5,810
Building 9b	Sit Down Restaurant (Lease Pending)	-	6,000

BUILDING	TENANT	ACRES	SQUARE FEET
Building 10	Mexican Drive Thru (Lease Pending)	1.24	3,000
Building 11	Available	1.41	4,000
Building 12	Mattress Store (Lease Pending)	1.22	6,000
Building 13	Available	2.07	16,480
Building 14A	Shops Multi-Tenant (Divisible)	-	7,064
Building 14B	Shops Multi-Tenant (Divisible)	-	7,070
Building 15	Burger (PSA Pending)	1.9	3,000
Building 16	Dental (Lease Pending)	0.9	7,500
Building 17	Bank (Lease Pending)	1.37	6,000
Building 18-23	Costco, Gas & Car Wash (NAP)	21.37	165,000
Building 24	Available Gas Station Approved	1.57	4,000
Building 25	Mexican Drive Thru (LOI Pending)	1.01	3,000

BUILDING	TENANT	ACRES	SQUARE FEET
Building 26	Available (Divisible)	-	16,504
Building 27	Coffee Drive Thru (Lease Pending)	0.88	2,300
Building 28	Car Wash (LOI Pending)	1.33	4,900
Building 29	Automotive (LOI Pending)	0.44	1,300

**Project Site is under development and Site Plan is subject to change as well as proposed tenant mix.*

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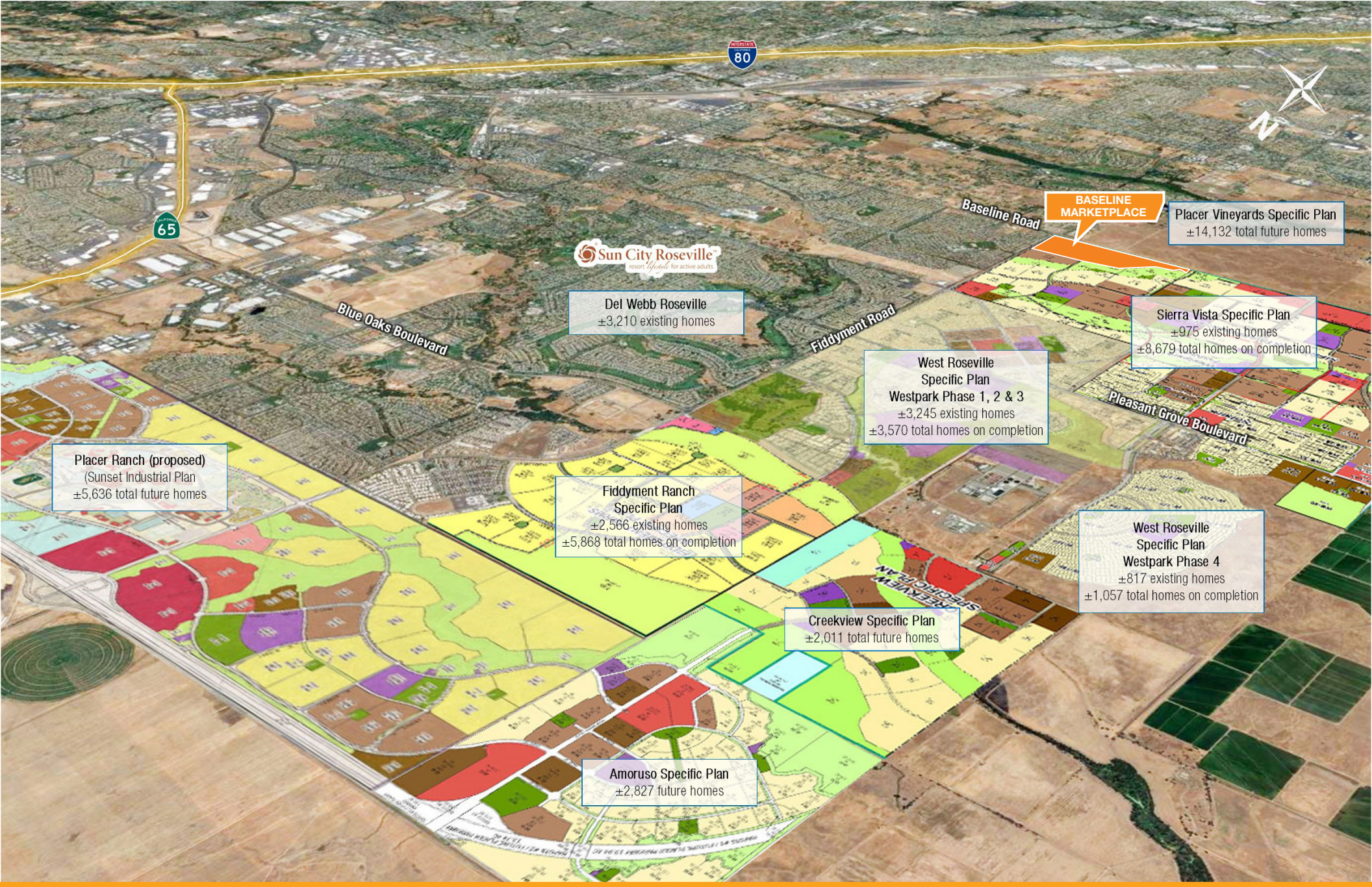
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TRADE AREA & DEMOGRAPHICS



	1-Mile	3-Mile	5-Mile
2025 Total Population	8,801	100,503	254,150
2025 Daytime Population	5,697	74,354	204,244
2025 Total Employees	411	9,951	50,817
2025 Total Households	2,943	35,175	89,379
2025 Average Household Income	$193,212	$154,966	$138,171

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

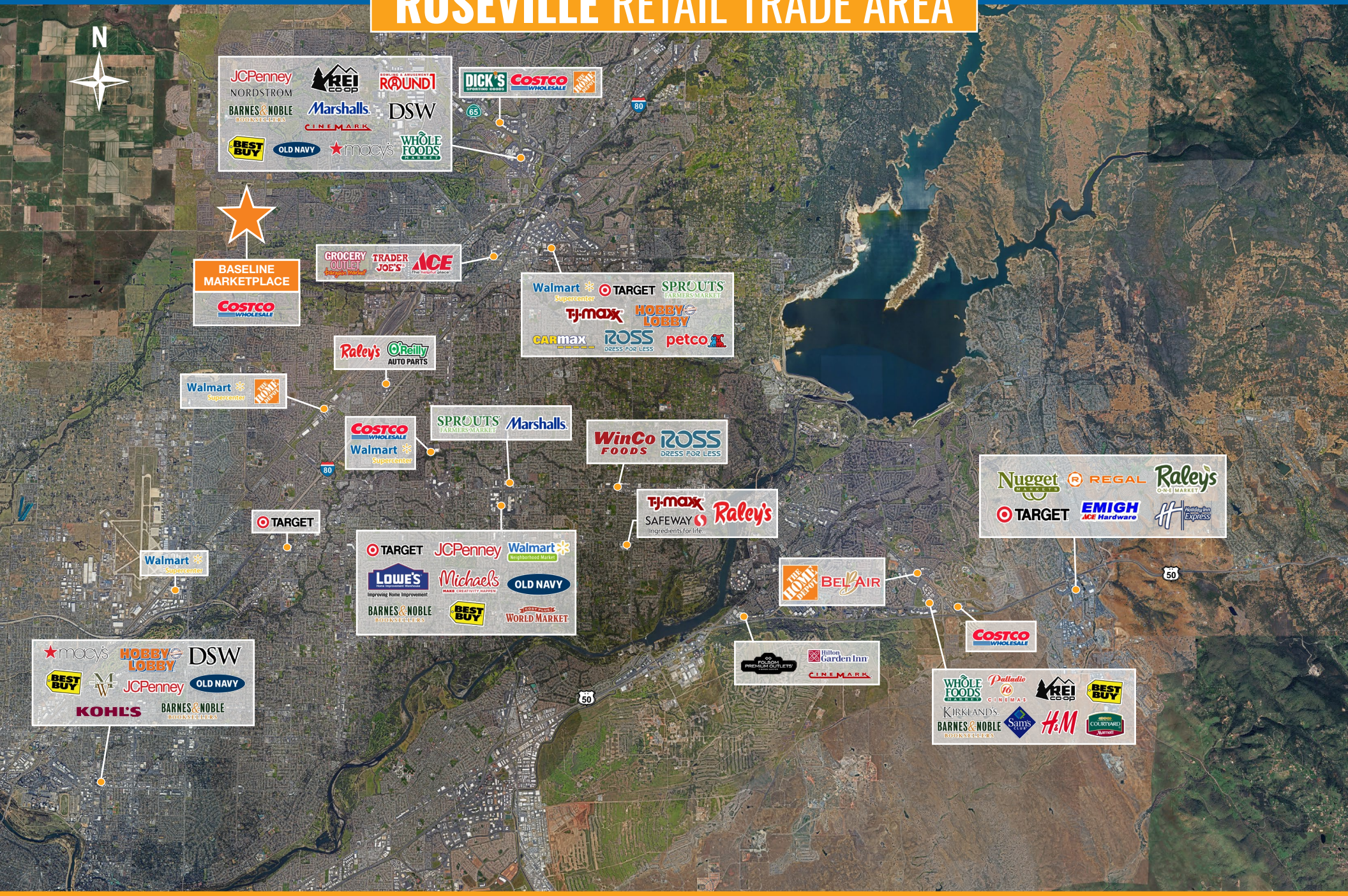


GET TO KNOW YOUR NEIGHBORS.

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

JKG

ROSEVILLE RETAIL TRADE AREA



MEET THE GALLELLI RETAIL TEAM

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