

BASELINE MARKETPLACE

NWQ Baseline Road & Fiddymment Road - Roseville, CA

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Property Highlights

- NWQ Baseline Road & Fiddymment Road ideally located in one of the Sacramento Region's prime submarkets
- Nearly 25,000 existing homes within a 3-mile radius with $\pm 23,000$ planned homes in Sierra Vista & Placer Vineyards Specific Plans
- $\pm 744,000$ SF entitled retail project on ± 80.57 total land acreage
- **Largest FULLY ENTITLED undeveloped retail site remaining in West Roseville and South Placer County**

West Roseville Trade Area
 $\pm 36,399$ existing homes

Sierra Vista Specific Plan
 $\pm 8,679$ future homes

Placer Vineyard Specific Plan
 $\pm 14,132$ future homes

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PROPERTY HIGHLIGHTS & DEMOGRAPHICS

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location: NWQ Baseline Road and Fiddymment Road
Roseville, CA

notable tenants in close proximity: Raley's (planned), Nugget Market (proposed), 24 Hour Fitness (proposed)
CVS Pharmacy

availability: High visibility Anchor Space
Retail Shops & Pads
Fast Food Pads & Drive Thrus
Gas Station Pad



2019 total population

1-mile	7,887
3-mile	93,128
5-mile	234,512



2019 daytime population

1-mile	4,687
3-mile	65,738
5-mile	199,814



2019 total employees

1-mile	371
3-mile	10,984
5-mile	61,836



2019 total households

1-mile	2,482
3-mile	31,313
5-mile	79,190



2019 average HH income

1-mile	\$133,553
3-mile	\$109,917
5-mile	\$95,259



traffic counts

Fiddymment Road (north of Baseline Rd)	32,824
Walerga Road (south of Baseline Rd)	21,199
Baseline Road (west of Fiddymment Rd)	15,394
Baseline Road (east of Fiddymment Rd)	14,044

Notable tenants and employers in the vicinity will include:



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PROPERTY OVERVIEW

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Baseline Marketplace is a fully entitled, ±80.57 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 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 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.

Located at the "gateway" to South Placer County's most significant growth area, **Baseline Marketplace** is ideally positioned in the Trade Area to serve more than ±44,811 total new homes over the next 20 years. As a result, tenant demand is very high with limited supply today or in the near future.

At the intersection of Baseline Road and Fiddymont Road, the City of Roseville Traffic Engineering expects Average Daily Traffic to double in the next three years, totaling more than ±83,300 cars per day.

Baseline Marketplace is positioned to become the retail hub for the remaining developable land in South Placer County. The majority of future housing will occur directly west of the site, as South Placer County grows to meet Sacramento and Sutter Counties to the west.

Baseline Marketplace is approximately 7 miles from the intersection of Galleria Boulevard and Highway 65, providing an ideal placement for additional locations for existing retailers.



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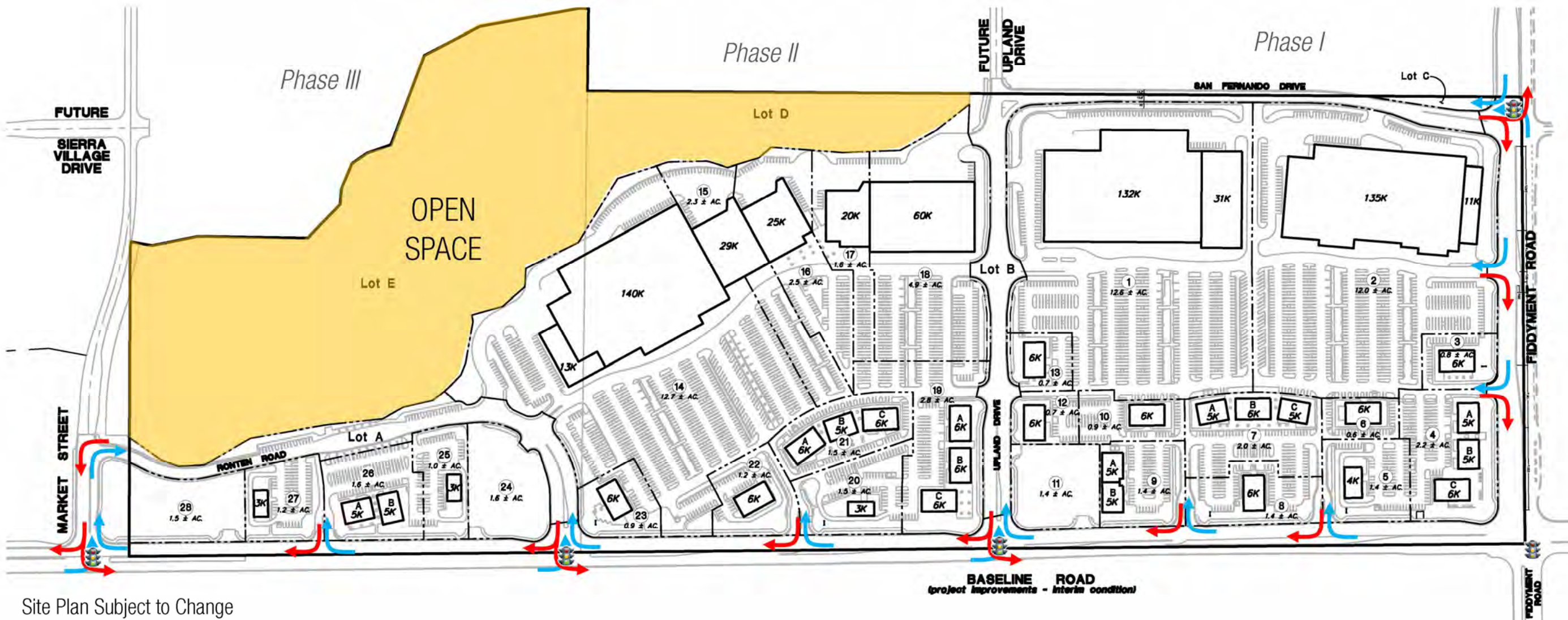
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Site Plan Subject to Change

For leasing information,
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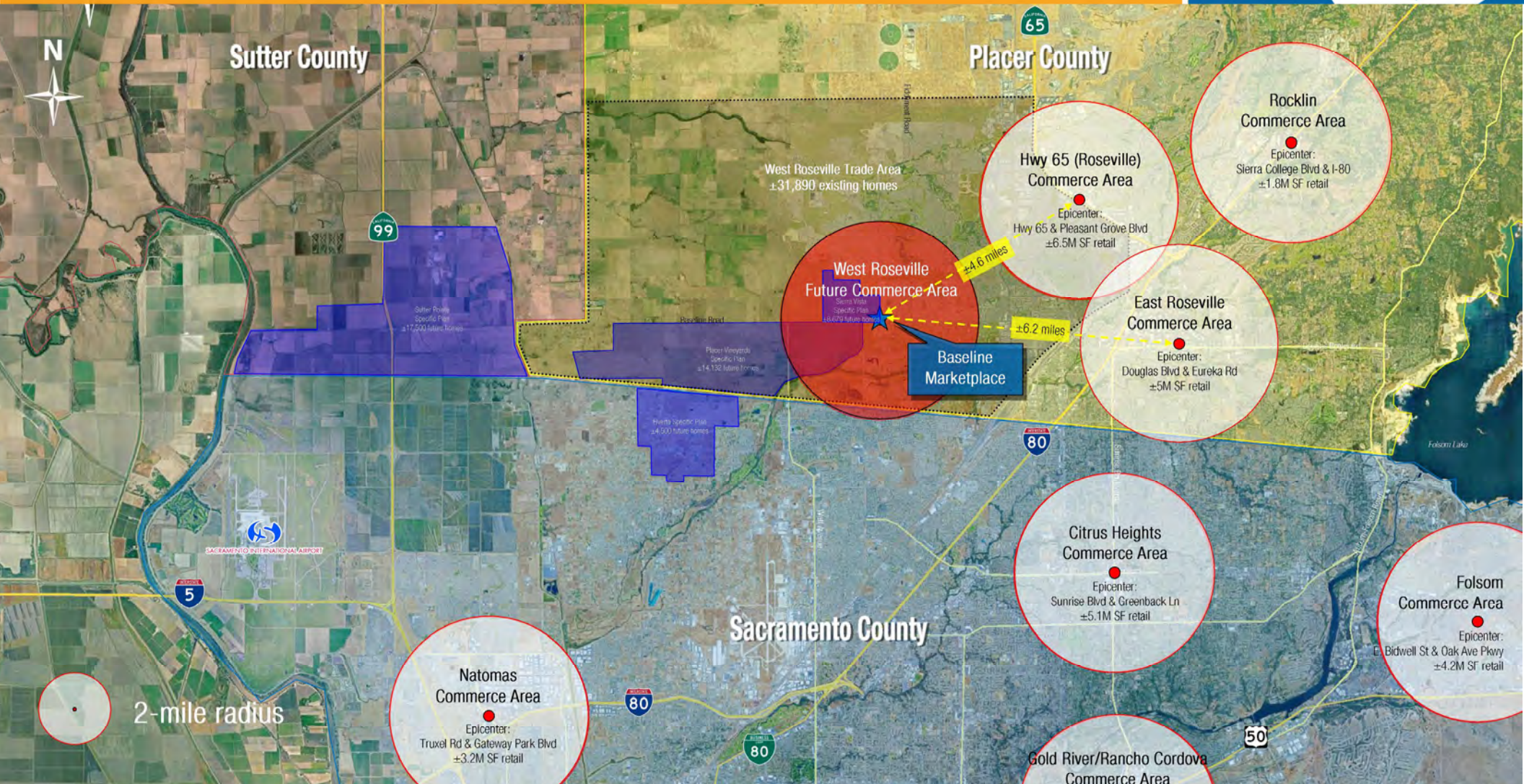


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WEST ROSEVILLE: SOUTH PLACER COUNTY'S NEWEST COMMERCE AREA

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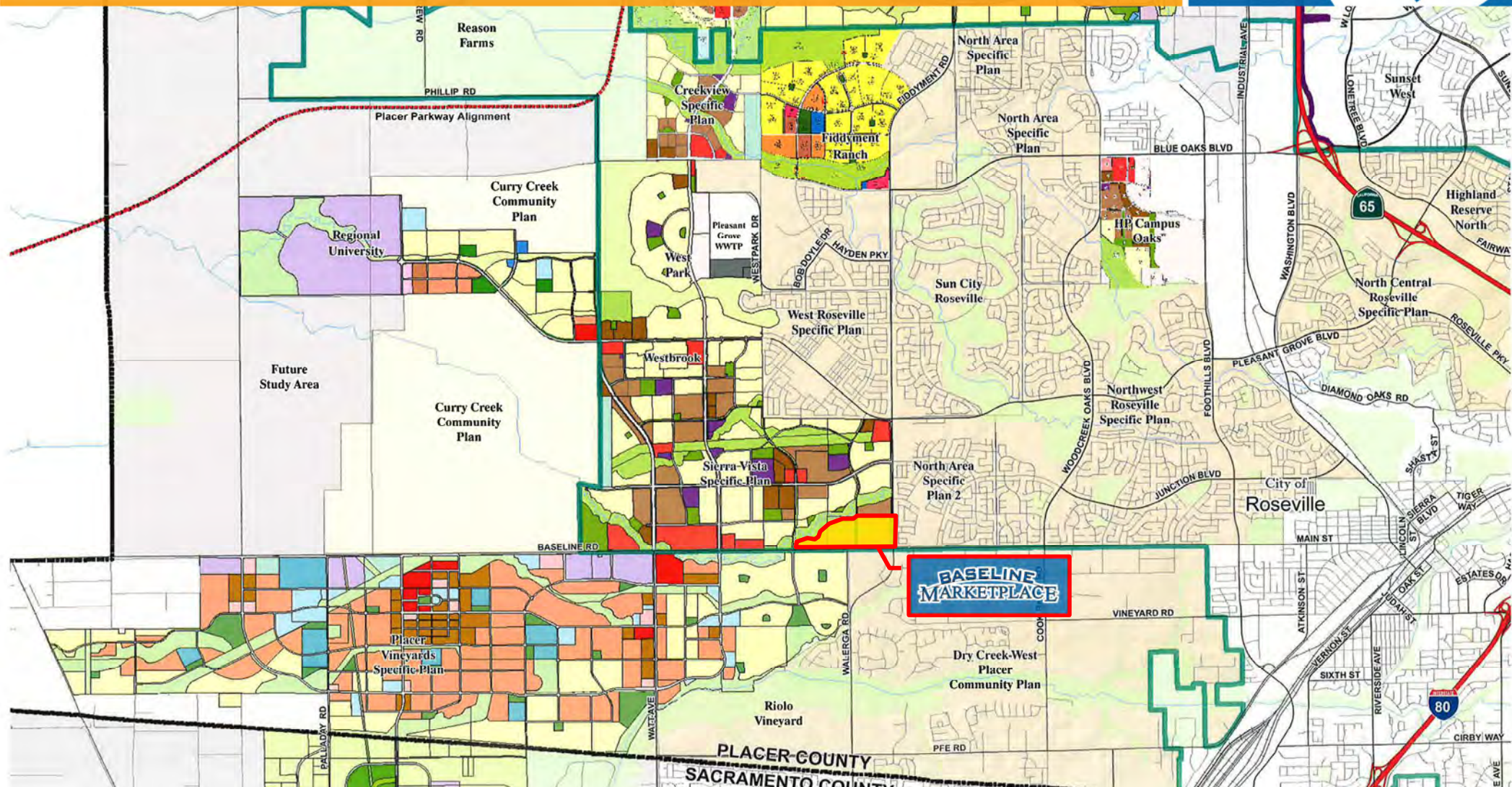
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WEST ROSEVILLE: FUTURE HOUSING DEVELOPMENT LAND USE MAP

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PROXIMITY TO MAJOR RETAIL CENTERS IN THE OVERALL TRADE AREA

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