



BASELINE PLAZA

SEC BASELINE ROAD & WALERGA ROAD
ROSEVILLE, CA

- MIXED USE DEVELOPMENT
- GAS, QSR, RETAIL,
OFFICE OR MEDICAL
- GROWING TRADE AREA

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Property Tour
Video Link



BASELINE PLAZA

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ROSEVILLE, CA**

THE PROPERTY

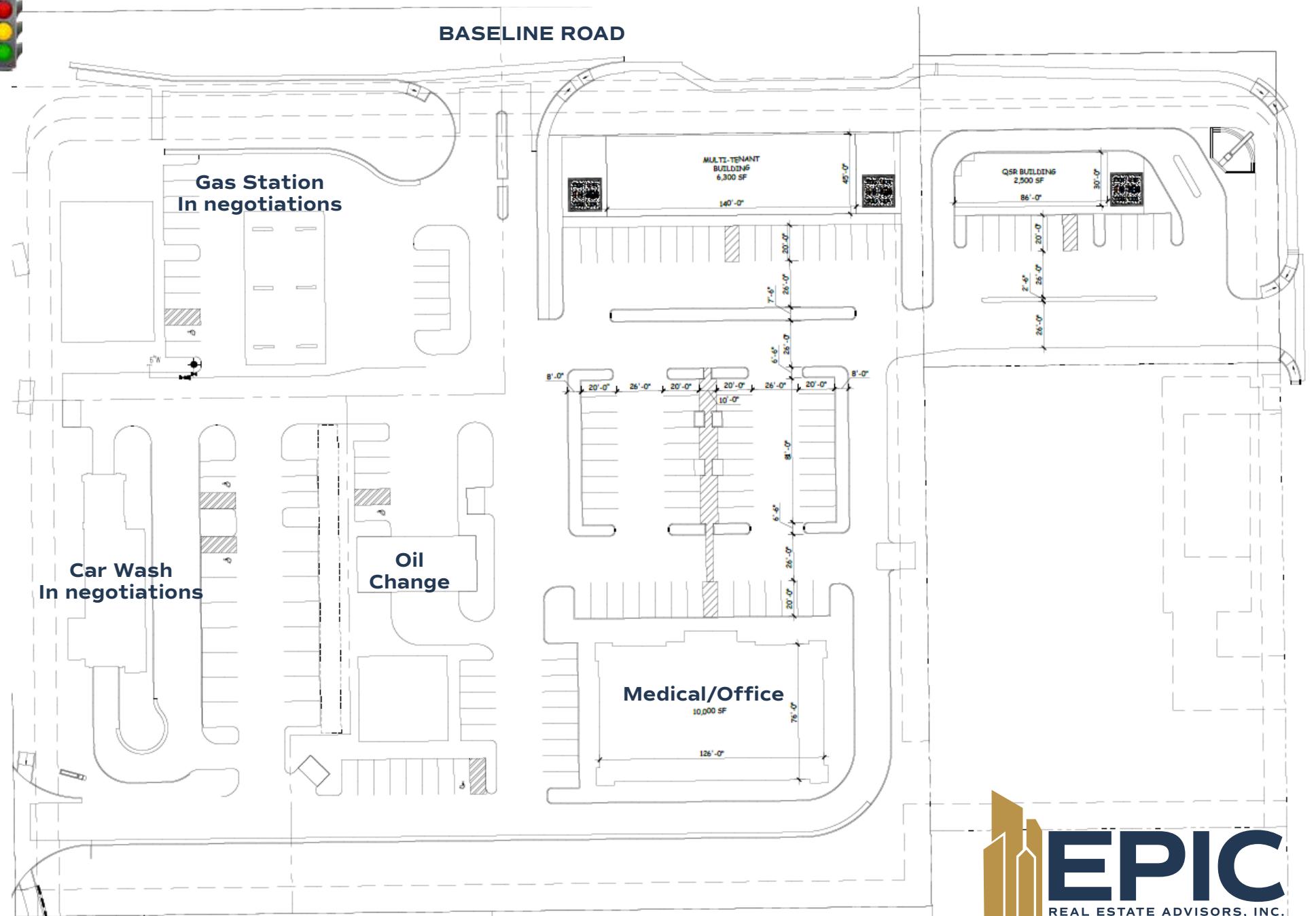
The Baseline Plaza is located in the growing West Roseville trade area. This is a mixed use project that will feature Retail, Gas, Fast Food, Office and Medical uses. This is an underserved portion of the trade area, which has created significant demand for the goods and services in the market.

THE DEVELOPMENT

The surrounding trade area of the Baseline Plaza features over 30,000 households within 3 miles, with plans for an additional 21,886 residential units as part of the Sierra Vista Specific Plan and Placer Vineyards Specific Plans. Traffic at this intersection is expected to more than double in the coming years as these new projects develop.



SITE PLAN



DEMOGRAPHICS

2023 POPULATION

1 MI: 8,385
2 MI: 34,370
3 MI: 97,324



AVG. HH INCOME

1 MI: \$144,356
2 MI: \$133,963
3 MI: \$120,760



HOUSEHOLDS

1 MI: 2,790
2 MI: 12,267
3 MI: 34,126



AVG. DAILY TRAFFIC

Fiddymont Road: 27,347
Baseline Road: 15,098
Foothills Blvd: 39,032



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SITE LOCATION



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