

FOR LEASE
Veterans Plaza
990 Pleasant Grove Blvd
Roseville, CA 95678

+/- 6,372 SF
Retail Space Available



916-714-8012 | www.PDF-USA.com

CalDRE #02134436

VETERANS PLAZA

Veterans Plaza is a +/- 30,272 square foot neighborhood retail center located on the busy signalized intersection of Pleasant Grove Blvd and Roseville Pkwy within the Roseville Submarket. This property is located with easy access to Highway 65 and is surrounded by a heavy population density of +/- 108,000 within a 3 mile radius.

PROPERTY HIGHLIGHTS

- Available: 6,372 SF
- Rate: \$2.00 PSF, NNN
- Average Daily Traffic Counts of More than 44,000
- Zoning: Community Commercial (City of Roseville)
- Signalized Intersection
- Adequate Parking
- Dense Surrounding Residential
- Monument Signage Available
- Well Established and Maintained Property



AREA DEMOGRAPHICS

POPULATION	1 MILE RADIUS	3 MILE RADIUS
2025 Population	12,790	108,420
Median Age	39.3	39.7
Bachelor's Degree or Higher	46%	39%
INCOME	1 MILE RADIUS	3 MILE RADIUS
2025 Average Household Income	\$145,818	\$124,210
2025 Median Household Income	\$122,056	\$102,027
< \$25,000	287	3,784
\$25,000 - \$50,000	402	5,378
\$50,000 - \$75,000	523	5,598
\$75,000 - \$100,000	573	5,125
\$100,000 - \$125,000	571	5,458
\$125,000 - \$150,000	559	3,737
\$150,000 - \$200,000	740	5,295
\$200,000+	999	6,281

SITE PLAN

SUITE	TENANT	SQUARE FOOTAGE
110-120	Mountain Mike's Pizza	
130	Posh Nails & Spa	
140-150	US Air & Space Force Recruiting	
160	U.S. Coast Guard Recruiting	
170-180	Marine Corps Recruiting	
990-A	AVAILABLE	6,372
990-B	Activate Games	10,000



SURROUNDING AREA MAP



LOCATION OVERVIEW

Roseville, California

Roseville/Rocklin is one of Sacramento's most affluent submarkets. The area's high incomes translate into strong buying power and an abundance of retail inventory. Roseville/Rocklin is the market's largest submarket by square footage and is home to Westfield Galleria at Roseville, as well as Rocklin Commons and Rocklin Crossing farther up Interstate 80.

Vacancies have been largely flat over the past 12 months changing by only 0.2% with the submarket rate of 4.8%, resting lower than Sacramento figure of 6.0%. Net absorption totals 39,000 SF over the past 12 months with a very strong 4Q22 helping to keep that figure positive.

Discount retailers and experiential tenants have provided the highest proportion of leasing activity in 2022. Falling Prices, for example, leased 24,000 SF at Harding Plaza in July and in June Five Below took 10,600 SF at Rocklin Commons.

Rent growth is positive up by 2.2% over the past 12 months and is below the five-year average of 5.3%. Rents in the area are nearly 20% higher than the metro average and are surpassed only by a small handful of submarkets.

Sales volume has been very strong of late resting at \$343 million with more than \$20 million trading in 21Q3, but trades have been limited to smaller buildings of late.

Roseville/Rocklin weathered the pandemic well and is now showing signs of growth. Fundamentals have been stable throughout, with the market rebounding nicely throughout 2021. Growth will likely be slow in the coming periods, but the outlook remains optimistic with a foundation of strong local demographics. *(Source: CoStar)*



FOR MORE INFORMATION

Paul Frank

916-240-4012 mobile | Paul@pdf-usa.com
DRE #01112160

Jon Bias

916-508-9556 mobile | Jon@pdf-usa.com
DRE #01998325

Cam Iwasa

916-247-8747 mobile | Cam@pdf-usa.com
DRE #02201282

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